



**Utah Division of Arts and Museums, CVI™ 2008-2009**

**WESTAF**

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## **Introduction**

This report details the findings of research on the overall health of a region's arts-related creative economy. The strongest indicator of this health is a region's Creative Vitality™ Index (CVI™) value. The CVI™ is a robust and inclusive measure of the economic vitality of the arts and arts activities in a specified geographic or political region of the United States. Rigorously constructed and updated annually, a region's CVI™ report is a credible and clear data source for arts research and advocacy purposes.

## **What is an Index?**

An index is generally an efficient means of summarizing quantities of interrelated information and describing complex relationships. An index can be, as in the case of the CVI™, a single indicator of multiple variables and interactions between these variables. Changes in an index will reflect changes in the data used to generate the index. Standardization and unification of data mean that indexes are ideally suited for comparative analysis. The comparative nature of the CVI™ has added analytical and policy value.

## **What is the Creative Vitality™ Index?**

The Creative Vitality™ Index (CVI™) measures annual changes in the economic health of an area by integrating economic data streams from both the for-profit and non-profit sectors. Using per capita measurements of revenue data from both for-profit and non-profit entities as well as job data from a selection of highly creative occupations, the research aggregates the data streams into a single index value that reflects the relative economic health of a geography's creative economy. The CVI™ provides an easily comprehensible measure of economic health to help communicate information from a broad arts coalition to policy makers and stakeholders. This longitudinal data allows for compelling year-to-year comparisons as well as cross-city, county, and state comparisons. The CVI™ research system also provides users with a series of reports on the rise and fall of key data factors measured by the index. The CVI™ goes beyond an annual tally of what is often inflation-driven growth in the non-profit art sector. Instead, it is a more inclusive reporting mechanism that is rooted in robust data streams that reflect the entire arts-based creative economy.

The Creative Vitality™ Index is a resource for informing public policy and supporting the work of advocates for creative economies. CVI™ reports have been used as a way to define the parameters of an area's creative economy and as a means of educating communities about the components and dynamics of a creative economy. The CVI™ is frequently used as a source of information for arts advocacy messaging and to call attention to significant changes in regional creative economies. This research has also been used to underscore the economic relationships between the for- and non-profit sectors and as a mechanism for diagnosing a region's creative strengths and weaknesses.

## **What does the Creative Vitality™ Index Measure?**

The CVI™ measures a carefully selected set of economic inputs related to the arts and creativity in a given geographic area, with measurements of both for-profit and non-profit arts-related activities. The index has two major components including measurements of community participation based on per capita revenues of arts-related goods and services, and measurements of per capita occupational employment in the arts. The weighted indicators within the community participation portion of the index are the following: non-profit arts organization income, non-profit humanities organizational income, per capita book store sales, per capita music store sales, per capita photography store sales, per capita performing arts revenues, and per capita art gallery and individual artist sales. These indicators account for sixty percent of the overall index values. A forty percent weighting has been assigned to occupational employment in the arts that captures the incidence of jobs associated with

measurably high levels of creative output.

The rationale for this approach is the cause-and-effect relationship between participation levels and jobs. The underlying theory is that public participation in the arts or public demand for arts experiences and events ultimately drives budgets and organizational funding levels, which in turn support artists and art-related jobs within the economy.

### **Where does Creative Vitality™ Index Data Come From?**

Index data streams are analyzed by WESTAF and taken from two major data partners: the Urban Institute's National Center for Charitable Statistics, and Economic Modeling Specialists, Inc. (EMSI). The Urban Institute's National Center for Charitable Statistics aggregates information from the Internal Revenue Service's 990 forms. The forms are required to be submitted by non-profit 501(c) organizations with annual gross receipts of \$25,000 or more; however, organizations with smaller revenues also occasionally report. EMSI uses a proprietary economic modeling technique to capture industry and occupational employment data. A brief synopsis of the data sources employed in this model are outlined as follows:

#### *Industry Data*

In order to capture a complete picture of industry employment, EMSI combines covered employment data from Quarterly Census of Employment and Wages (QCEW), produced by the Department of Labor, with total employment data in Regional Economic Information System (REIS), published by the Bureau of Economic Analysis (BEA) and augmented with County Business Patterns (CBP) and Nonemployer Statistics (NES), published by the U.S. Census Bureau.

#### *Occupation Data*

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

### **Communicating CVI™ Data**

Different state, local, and regional organizations have undertaken multiple communication strategies for publicizing the results of their CVI™ reports. WESTAF has found that the best strategy for communicating CVI™ information often relies on the specifics of organizational needs.

WESTAF is willing to consult individual agencies free of charge regarding communication strategies after CVI™ data have been finalized. Potential strategies include: creating low-cost communication pieces and press releases “in-house”; creating more formalized communication; using a professional designer; including a number of stories related to the local creative economies; forming working groups to discuss the creative economy and long-term messaging strategies based on CVI™ data; commissioning in-depth research to investigate certain aspects of CVI™ data apparent in the overall CVI™ results; and using CVI™ data as an internal policy formulation document, while communicating data to specific key stakeholders, such as legislators and executives.

The geographic regions analyzed within the report include the State of Utah and the nine

economic service areas (ESA) in Utah. A region's Creative Vitality Index™ value is compared to a national baseline score of 1.00. For example, a region with a CVI™ value of 1.30 has a stronger index value than the nation as a whole by 30%. A CVI™ value can also be generated to be compared to a specific region—a county, state, or combined area. The unique geographic sensitivity of this measure means that arts advocates and policy makers have a clear and concise understanding of the creative economy of their particular region.

#### **Utah to The United States (0.83), 2009:**

Utah's CVI™ value of 0.86 reflects the strength of the state's creative economy compared to the nation. From 2008 to 2009, Utah's CVI™ value decreased from 0.86 to 0.83. Utah has strong CVI™ values when compared to the nation in some categories measured by the CVI™, such as music store sales and jobs within the creative economy. Approximately 41,148 people were employed by creative occupations in 2009. From 2008 to 2009, the number of arts organizations increased from 231 to 269. In 2009, non-profit arts organizations reported \$96.5 million in revenue, and non-profit arts-active organizations reported \$42.6 million. Independent artist sales and performing arts participation sales within the state increased substantially between 2008 and 2009.

#### **Bear River North ESA to The United States (0.60) and Utah (0.73) 2009:**

When compared to the nation and state, the Bear River North ESA experienced gains in photography store sales from 2008 to 2009. More than 1,000 people were employed by creative occupations within this ESA. Radio and television announcers experienced high job growth rates. Photography store sales grew from \$264,000 to \$274,000 from 2008 to 2009.

#### **Castle Country ESA to The United States (0.31) and Utah (0.36) 2009:**

Castle Country experienced an increase in its CVI™ value for art gallery and independent artist sales when measured against the United States and Utah. From 2007 to 2009, the ESA had a job growth rate of 4.33%. Castle Country ESA reported sales gains in several of the industries measured by the CVI™.

#### **Central Utah ESA to The United States (0.29) and Utah (0.34) 2009:**

In 2009, the Central Utah ESA had the highest individual CVI™ value for jobs related to the creative economy when compared to the nation. However, when compared to Utah, the ESA had the top individual CVI™ value in art gallery and independent artist sales. Public relations specialists reported a significant percentage of job growth between 2007 and 2009.

Non-profit arts organization revenues increased by more than a \$100,000 from 2008 to 2009. Performing arts participation experienced the most dramatic increase in sales, going from \$91,000 to \$406,000.

#### **Mountainland ESA to The United States (0.86) and Utah (1.06) 2009:**

In 2009, the Mountainland ESA reported the highest CVI™ value in music store sales when compared to the nation and it had the highest CVI™ value in non-profit arts organizations when compared to Utah. Between 2008 and 2009, the CVI™ value for book and record store sales increased. From 2007 to 2009, the region generated 327 new jobs within the creative economy. Revenues for non-profit arts organizations increased by more than \$5 million and performing arts participation rose by more than \$6 million.

#### **Southeast ESA to The United States (0.72) and Utah (0.93) 2009:**

The Southeast ESA outperformed the nation and state in book and record store sales in 2009. This ESA experienced an increase in the CVI™ value for performing arts participation sales from 2008 to 2009. The number of architects increased at a rapid rate between 2007 and 2009. In 2009, the ESA reported \$593,000 in performing arts participation sales, which was an increase from \$349,000 in 2008.

**Southwest ESA to The United States (0.61) and Utah (0.68) 2009:**

When compared to the nation and state, the Southwest ESA reported the highest CVI™ value in book and record store sales in 2009, and photography store sales experienced the most dramatic increase in individual CVI™ value. In 2009, the ESA employed 1,981 people within creative occupations. The Southwest ESA had \$72,000 in photography store sales in 2008 and \$163,000 in 2009.

**Uintah ESA to The United States (0.22) and Utah (0.28) 2009:**

In 2009, the Uintah ESA did not surpass the nation or state in any of the categories measured by the CVI™. However, book and record store sales reported the highest individual CVI™ value of 0.62. The ESA eliminated 35 jobs within the creative economy between 2007 and 2009. Revenues for non-profit arts organizations increased by \$15,000 in 2009. Independent artist sales increased from \$466,000 in 2008 to \$590,000 in 2009.

**Wasatch North ESA to The United States (0.55) and Utah (0.63) 2009:**

The Wasatch North ESA experienced substantial decreases in CVI™ values for book and record stores sales in 2009. The region employed over 5,400 people within creative occupations. Performing arts participation sales rose by more than \$2 million from 2008 to 2009.

**Wasatch South ESA to The United States (1.11) and Utah (1.34) 2009:**

In 2009 this ESA outperformed the nation in three of the eight categories measured by the CVI™, while the Wasatch South ESA surpassed Utah in seven of the eight categories. One reason for the high CVI™ value of the region is that Salt Lake City is located within this ESA. From 2007 to 2009, the ESA lost approximately 393 jobs at a rate of 1.76%. In 2009, this ESA experienced increases in independent artist sales and performing arts participation sales.

**Additional Data Points**

CVI™ data streams are analyzed by WESTAF and taken from two major data partners: the Urban Institute's National Center for Charitable Statistics and Economic Modeling Specialists, Inc. (EMSI). The totality of data from these streams is presented in the following section. The following are select data points in this region:

**Data highlights:**

- Between 2008 and 2009, 38 new arts organizations were created within the State of Utah.
- The Wasatch South ESA reported the highest overall CVI™ value when compared to the nation and Utah in 2009.
- Non-profit arts organization revenue increased by nearly \$6 million within the state between 2008 and 2009.
- In 2009, the State of Utah employed 41,149 people within the creative economy.
- The Bear River North ESA reported significant increases in photography store sales from \$274,000 in 2008 to \$364,000 in 2009.
- In 2009, the Mountainland ESA musical instrument and supply stores earned \$7.6

million in sales, resulting in a CVI™ value of 1.30.

- The Southwest ESA reported a CVI™ value of 1.39 in book and record store sales in 2009.
- From 2008 to 2009, the Southeast ESA reported increases in art dealer sales and a CVI™ value of 1.28.
- Sales for independent artists increased in Utah from \$117.9 million in 2008 to \$125.2 million in 2009.
- Between 2008 and 2009, performing arts participation sales rose by more than \$21 million in Utah.

CVI™ data streams are analyzed by WESTAF and taken from two major data partners: the Urban Institute's National Center for Charitable Statistics and Economic Modeling Specialists, Inc. (EMSI). The totality of data from these streams is presented in the following section. The following are select data points in this region:

### **Creative Vitality Report Details**

It is important to recall that the CVI™ value of this region is always compared to a value of 1.00. While a region might not be at the 1.00 level, this does not indicate an absence of activity. Here, it can be useful to look at the relative strength of the categorical index values being examined. Additionally, looking at refined state and regional contexts can give valuable insight to how a “low performing” region might actually be contributing positively to a state and regional economy.

### **A few key terms used in the CVI™**

**Index:** summarizes multiple sources of data into a single indicator, using one number to describe a complex set of variables, activities, and events. A few of the best-known indexes are the Dow Jones Industrial Average, the Body Mass Index (BMI) and the Consumer Price Index (CPI).

**Per Capita:** most simply put, per capita means the average per person. In the context of the CVI™, per capita is referring to the ratio of the CVI™ input--such as industry revenues, non-profit revenues, and jobs--to the number of people within the study area.

**CVI™** a comparative indicator of a region's creative vitality, including non-profit and for-profit arts activities; it reflects the relative economic health of a region's creative economy.

**Arts Organizations:** organizations that have primary missions related to serving or presenting the arts. These organizations include traditionally subsidized arts organizations such as art museums, symphonies, operas, and ballets.

**Arts-Active Organizations:** organizations that do not have primary missions related to serving or presenting the arts, but do conduct a number of activities that can be considered "arts-based." For example, within any history museum, there is a significant amount of arts activities associated with exhibit design; the concept reflects a widely accepted trend in arts research to consider how certain creative activities and occupations that do not directly produce art, but are creative and artistic in nature, deserve recognition as vital parts of a creative economy.

**Location Quotient (LQ):** an index value for each occupation, measuring whether or not there is a per capita concentration of an occupation within the area being measured; LQs are



given for both the state and the nation, showing the relative concentration of employment for an area when compared with the state and with the nation. The location quotient approach is typically used in community analysis and planning to assess basic industries, or those exporting goods.

## Creative Vitality Index™ by Year

Table #1 represents the total CVI™ values for Utah and the nine ESAs for the years 2008 and 2009. The longitudinal data reveal interesting trends related to how creative industries and non-profits fared within this region when compared to the rest of the nation. Fluctuations in index values should be considered along side general local, regional, and national trends. The nature of the index accounts for both the influence of national trends and inflation by recalculating national comparison data in each year. This comparative mechanism also allows for an accurate description of local and regional trends, while accounting for the influence of national changes. Sources for the variations of index values in each year shown within the individual data streams are detailed further within this report.

**Table# 1**  
**Comparative CVI, by ESA, 2008-2009 (Summary)**

Region	Index 2008	Index 2009
UT-Bear River North, ESA	0.61	0.60
UT-Castle Country, ESA	0.30	0.31
UT-Central Utah, ESA	0.28	0.29
UT-Mountainland, ESA	0.85	0.86
UT-Southeast, ESA	0.68	0.72
UT-Southwest, ESA	0.58	0.61
UT-Uintah, ESA	0.24	0.22
UT-Wasatch North, ESA	0.56	0.55
UT-Wasatch South, ESA	1.17	1.11
<b>Totals</b>	<b>0.86</b>	<b>0.83</b>

Source: WESTAF

## Comparison of the Mountain West:

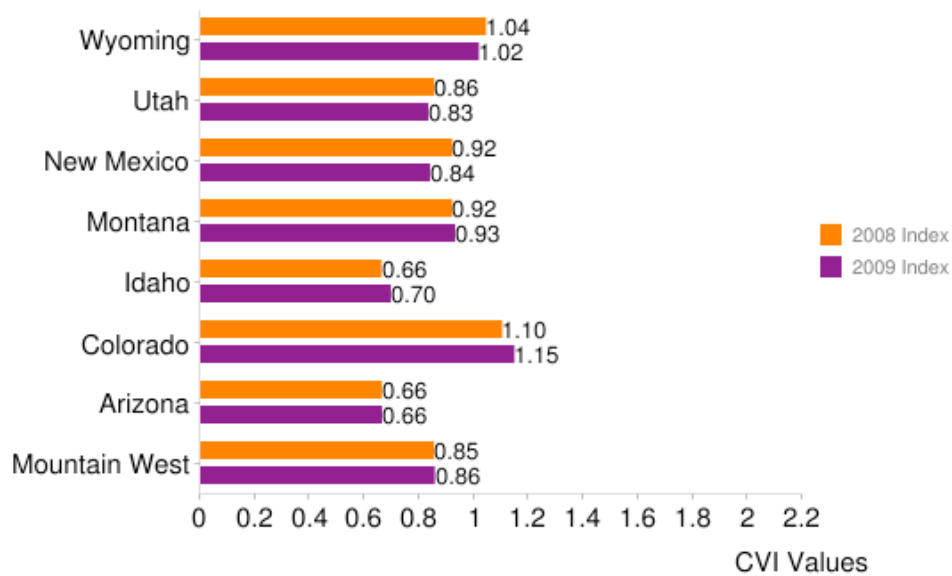
Table #2 shows CVI™ comparison data for seven different states within the Mountain West region including Arizona, Colorado, Idaho, Montana, New Mexico, Utah, and Wyoming. Colorado reported the highest CVI™ value in 2009. Utah received the fourth highest value in 2009 when compared to the states in the Mountain West area. A note on CVI™ values, population density and regional sensitivity are important here. The CVI™ measures the concentration of creative economic activities within a geographic area. While concentration rates, and thus index values, can be affected by changes in the size of the region being studied, CVI™ values are not necessarily tied to population and population density. For example, some states with low population numbers, such as Alaska, Wyoming, and Nevada, have high CVI™ values when compared to states with much higher populations and urban concentrations. Conversely, areas with high populations or population densities do not consistently have high CVI™ values. Certainly, the complexities of urban, suburban and rural geographies and demographics play a role in the creativity and vibrancy of a region. The adjustable sensitivity of the CVI™ to precise regions is a considerable strength of this measure.

**Table# 2**  
**Mountain West Comparative CVI, 2008-2009**

Region	Index 2008	Index 2009
<b>Mountain West</b>		
Arizona	0.66	0.66
Colorado	1.10	1.15
Idaho	0.66	0.70
Montana	0.92	0.93
New Mexicc	0.92	0.84
Utah	0.86	0.83
Wyoming	1.04	1.02
<b>Totals</b>	<b>0.85</b>	<b>0.86</b>

Source: WESTAF

**Chart# 1**  
**Comparative CVI**



Source: WESTAF

#### **Utah CVI™ Values and Calculations vs. The United States, 2008-2009**

Tables #3 and #4 show summarized data for Utah versus the nation from 2008 to 2009. The overall CVI™ values for Utah versus the United States decreased from 0.86 in 2008 to 0.83 in 2009. There are some important variances in the individual index categories illustrated in Tables #3 through #4. The most negative change from year-to-year occurred within photography store sales. According to the 2009 data, music store sales and jobs within the creative economy had values over 1.00 in 2009

**Table# 3**  
**Utah Vs. The United States, 2008**

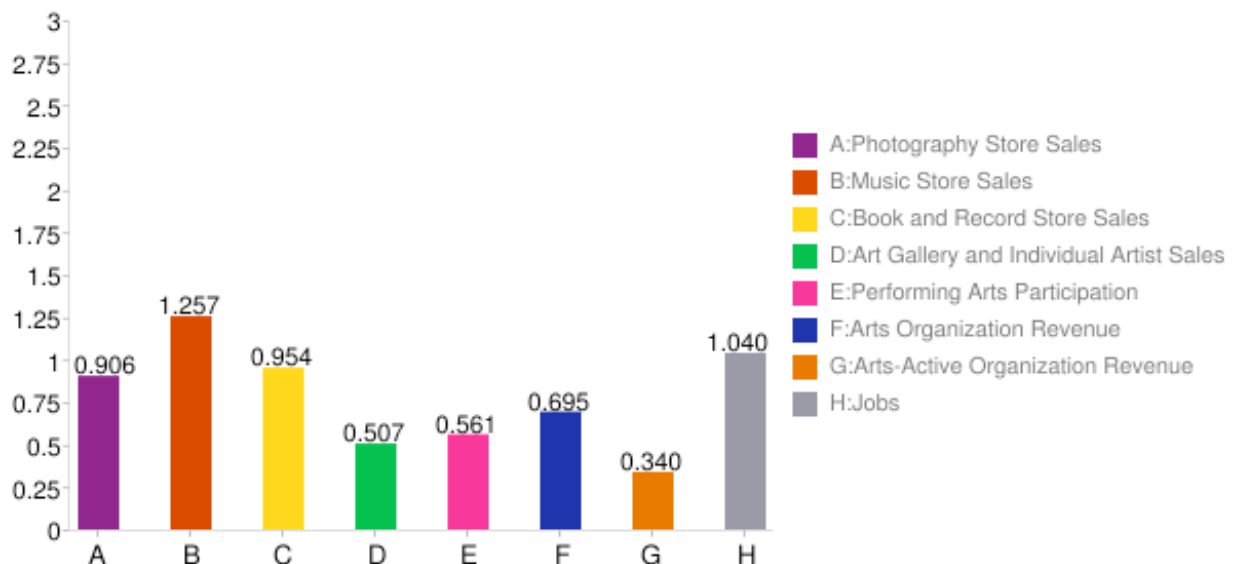
Region A: Utah

Region B: United States

Description	Region A	Region B	Categorical Index
<b>Year - 2008</b>			
Population	2,736,424	304,059,724	
<b>Industry Data</b>			
Photography Store Sales	\$11,629,000	\$1,426,736,000	0.906
Music Store Sales	\$34,675,000	\$3,064,022,000	1.257
Book and Record Store Sales	\$74,178,000	\$8,640,277,000	0.954
Art Gallery and Individual Artist Sales	\$155,758,000	\$34,129,019,000	0.507
Performing Arts Participation	\$71,112,000	\$14,086,245,000	0.561
<b>Non Profit Data</b>			
Arts Organization Revenue	\$90,826,248	\$14,520,426,857	0.695
Arts-Active Organization Revenue	\$49,290,998	\$16,107,694,069	0.340
<b>Occupation Data</b>			
Total Jobs	40,815	4,361,087	1.040
<b>Total CVI : 0.855</b>			

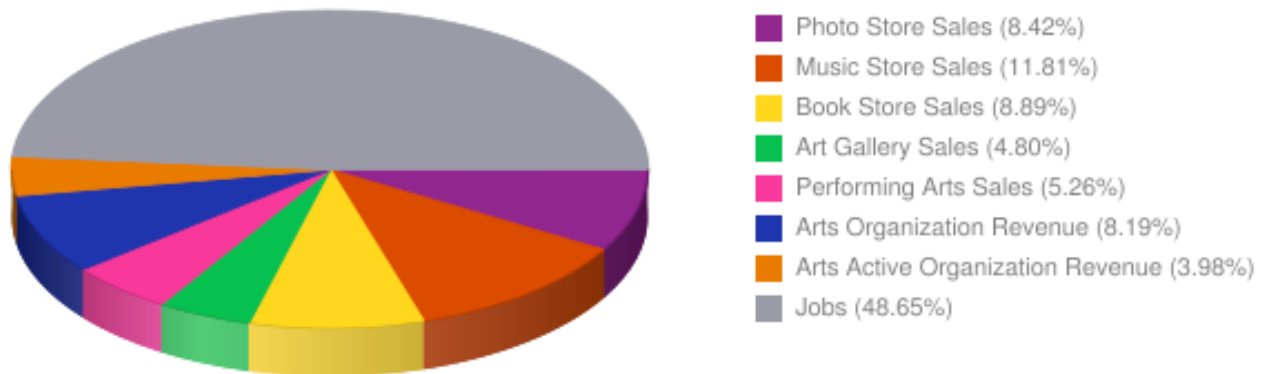
Source: WESTAF

**Chart# 2**  
**CVI Values by Category 2008**



Source: WESTAF

**Chart# 3**  
**Contributions to the CVI after Weighting Inputs 2008**



Source: WESTAF

**Table# 4**  
**Utah Vs. The United States, 2009**

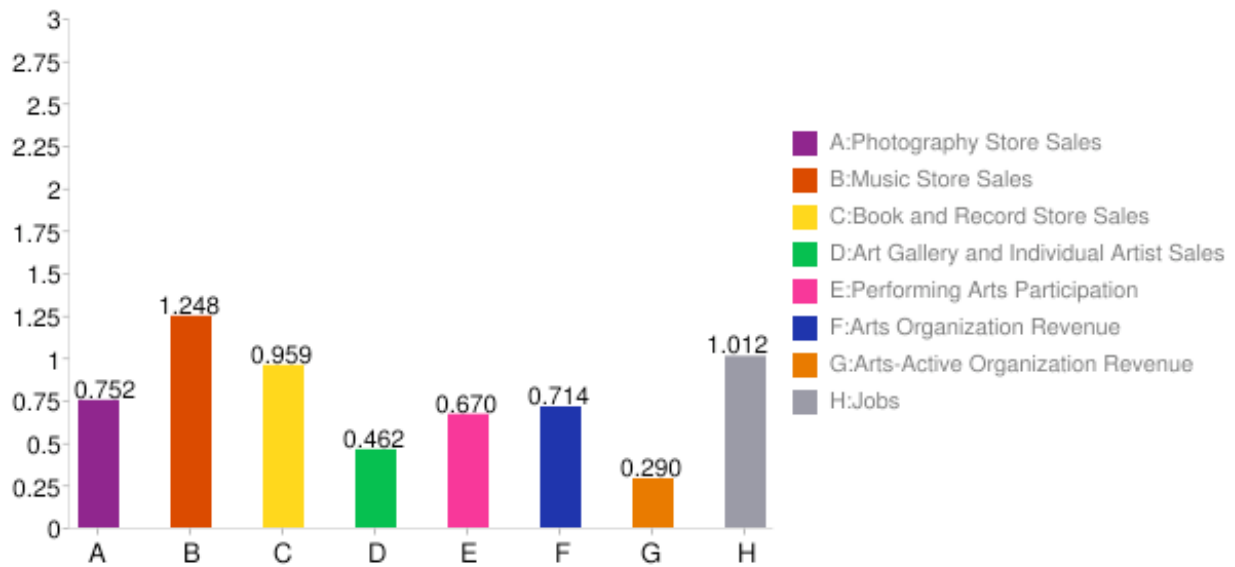
Region A: Utah

Region B: United States

Description	Region A	Region B	Categorical Index
<b>Year - 2009</b>			
Population	2,784,572	307,006,550	
<b>Industry Data</b>			
Photography Store Sales	\$7,844,000	\$1,150,165,000	0.752
Music Store Sales	\$33,001,000	\$2,916,567,000	1.248
Book and Record Store Sales	\$70,943,000	\$8,154,589,000	0.959
Art Gallery and Individual Artist Sales	\$159,905,000	\$38,192,381,000	0.462
Performing Arts Participation	\$92,721,000	\$15,252,498,000	0.670
<b>Non Profit Data</b>			
Arts Organization Revenue	\$96,527,227	\$14,911,005,244	0.714
Arts-Active Organization Revenue	\$42,688,737	\$16,212,378,473	0.290
<b>Occupation Data</b>			
Total Jobs	41,149	4,483,793	1.012
<b>Total CVI : 0.833</b>			

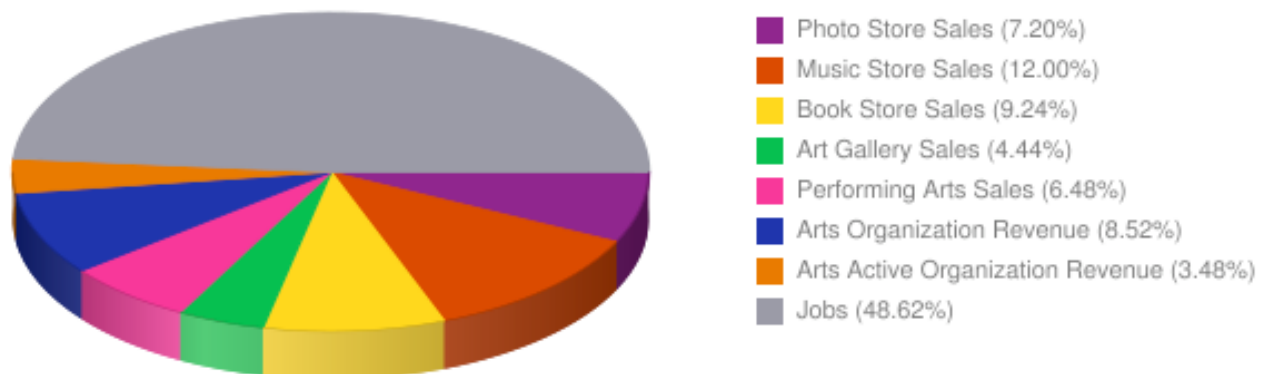
Source: WESTAF

**Chart# 4**  
**CVI Values by Category 2009**



Source: WESTAF

**Chart# 5**  
**Contributions to the CVI after Weighting Inputs 2009**



Source: WESTAF

#### **Bear River North ESA CVI™ Values and Calculations vs. The United States and Utah, 2008-2009**

CVI™ values for the Bear River North ESA in comparison to the United States appear in Tables #5 and #6. The overall CVI™ value decreased from 0.61 in 2008 to 0.60 in 2009. Decreases in music store sales and nonprofit arts organization revenue led to a lower overall CVI™ value in 2009. The CVI™ value for book and record store sales surpassed that of the nation.

Data shown in Tables #7 and #8 compared the Bear River North ESA to Utah from 2008 through 2009. The CVI™

value of the ESA in comparison to Utah remained the same between 2008 and 2009, with a value of 0.73. Increases in the reported CVI™ values for photography store sales, and decreases in nonprofit arts-active organization revenue resulted in a similar overall CVI™ value from year-to-year.

**Table# 5**  
**Bear River North, ESA, Vs. The United States, 2008**

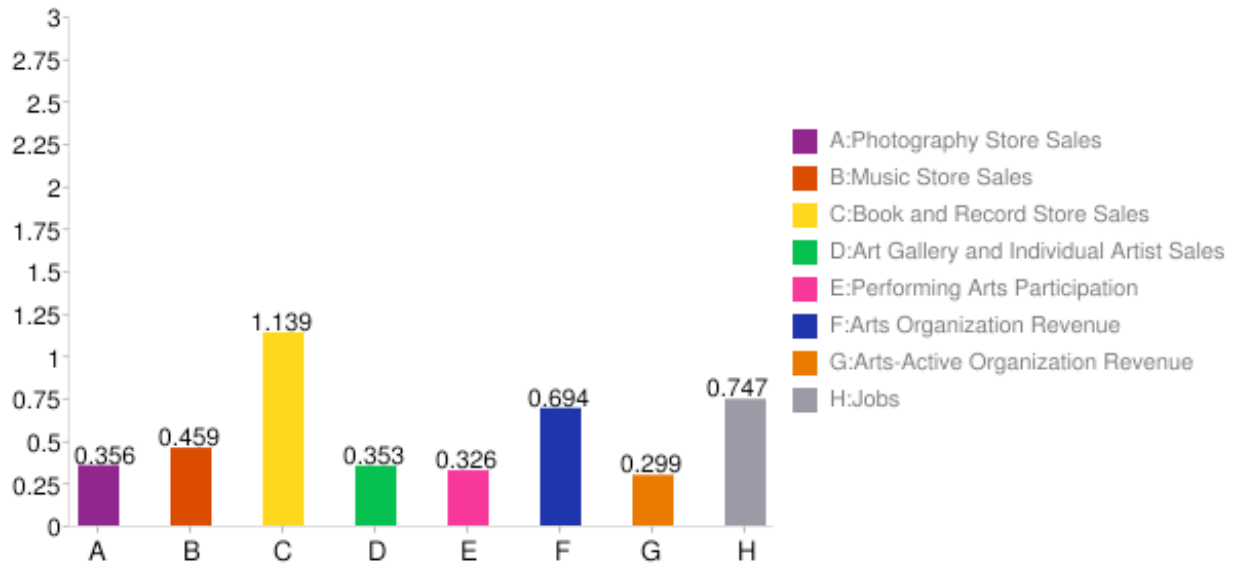
Region A: Box Elder, Cache, Rich

Region B: United States

Description	Region A	Region B	Categorical Index
<b>Year - 2008</b>			
Population	163,836	304,059,724	
<b>Industry Data</b>			
Photography Store Sales	\$274,000	\$1,426,736,000	0.356
Music Store Sales	\$757,000	\$3,064,022,000	0.459
Book and Record Store Sales	\$5,305,000	\$8,640,277,000	1.139
Art Gallery and Individual Artist Sales	\$6,497,000	\$34,129,019,000	0.353
Performing Arts Participation	\$2,472,000	\$14,086,245,000	0.326
<b>Non Profit Data</b>			
Arts Organization Revenue	\$5,433,100	\$14,520,426,857	0.694
Arts-Active Organization Revenue	\$2,594,855	\$16,107,694,069	0.299
<b>Occupation Data</b>			
Total Jobs	1,755	4,361,087	0.747
<b>Total CVI : 0.608</b>			

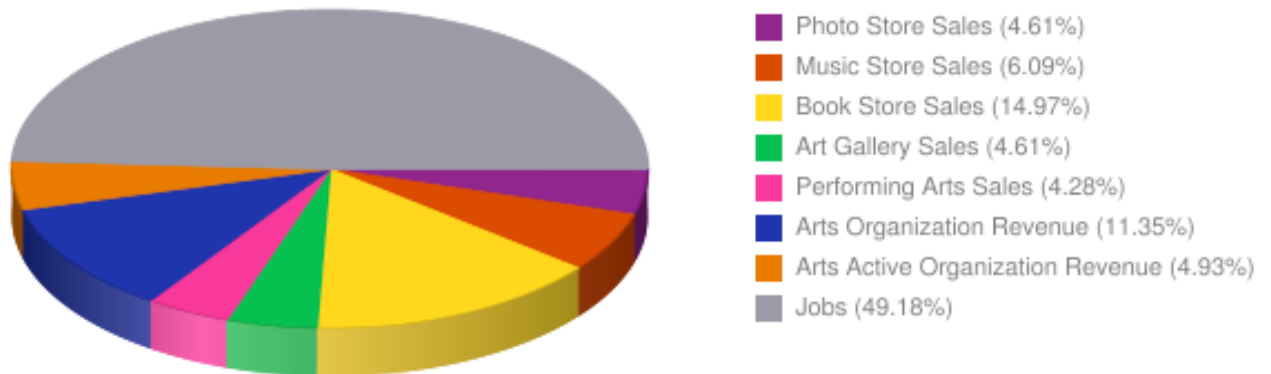
Source: WESTAF

**Chart# 6**  
**CVI Values by Category 2008**



Source: WESTAF

**Chart# 7**  
**Contributions to the CVI after Weighting Inputs 2008**



Source: WESTAF



**Table# 6**  
**Bear River North, ESA, Vs. The United States, 2009**

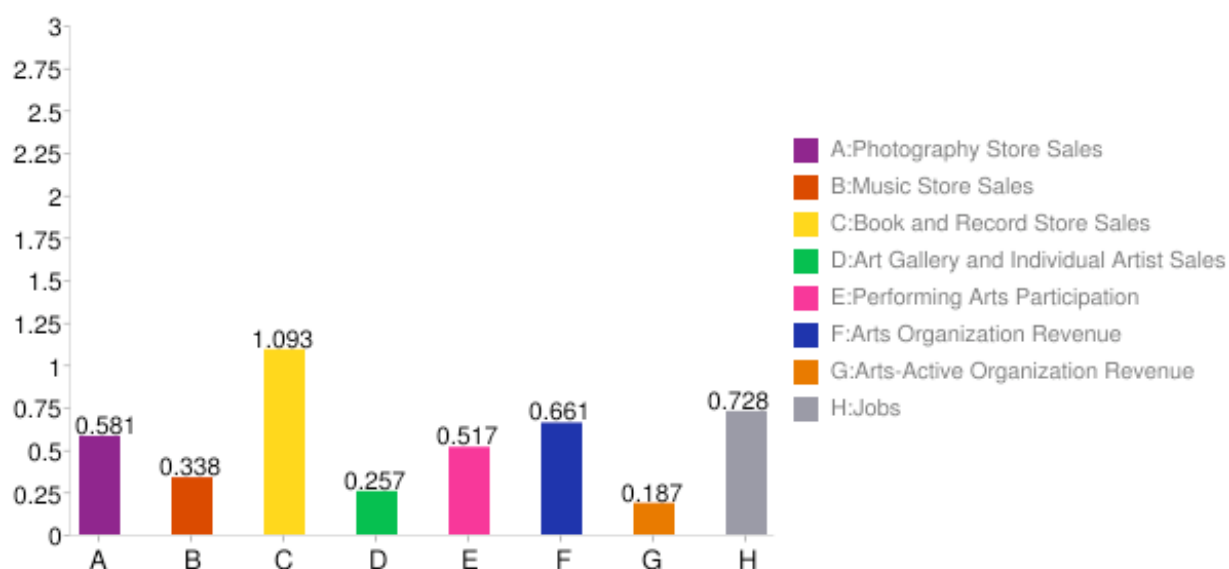
Region A: Box Elder, Cache, Rich

Region B: United States

Description	Region A	Region B	Categorical Index
<b>Year - 2009</b>			
Population	167,331	307,006,550	
<b>Industry Data</b>			
Photography Store Sales	\$364,000	\$1,150,165,000	0.581
Music Store Sales	\$538,000	\$2,916,567,000	0.338
Book and Record Store Sales	\$4,858,000	\$8,154,589,000	1.093
Art Gallery and Individual Artist Sales	\$5,341,000	\$38,192,381,000	0.257
Performing Arts Participation	\$4,297,000	\$15,252,498,000	0.517
<b>Non Profit Data</b>			
Arts Organization Revenue	\$5,373,061	\$14,911,005,244	0.661
Arts-Active Organization Revenue	\$1,650,529	\$16,212,378,473	0.187
<b>Occupation Data</b>			
Total Jobs	1,779	4,483,793	0.728
<b>Total CVI : 0.598</b>			

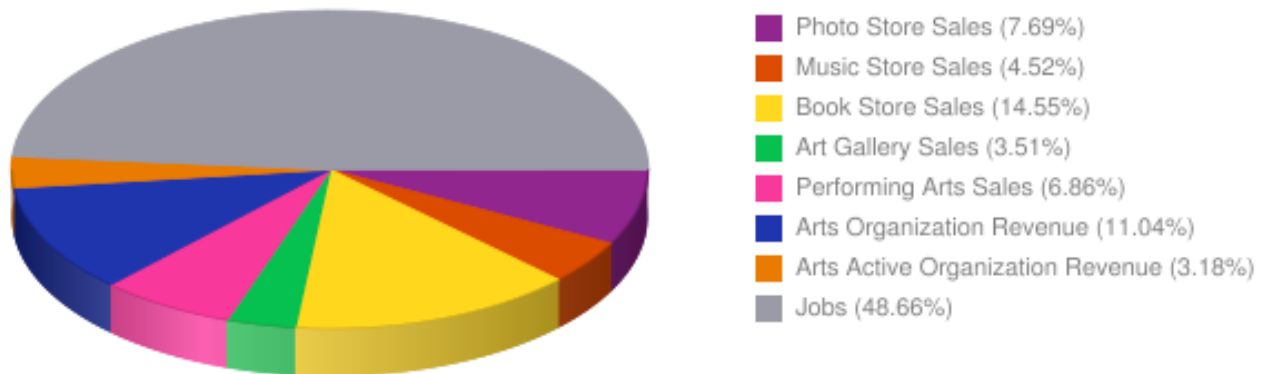
Source: WESTAF

**Chart# 8**  
**CVI Values by Category 2009**



Source: WESTAF

**Chart# 9**  
**Contributions to the CVI after Weighting Inputs 2009**



Source: WESTAF

**Table# 7**  
**Bear River North, ESA, Vs. Utah, 2008**

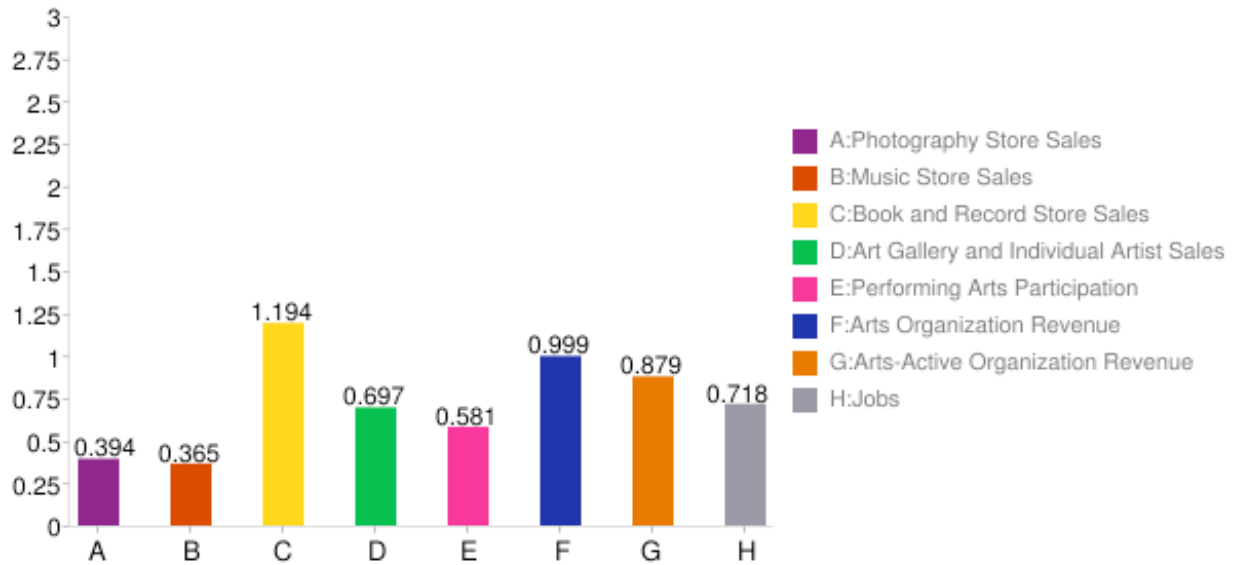
Region A: Box Elder, Cache, Rich

Region B: Utah

Description	Region A	Region B	Categorical Index
<b>Year - 2008</b>			
Population	163,836	2,736,424	
<b>Industry Data</b>			
Photography Store Sales	\$274,000	\$11,629,000	0.394
Music Store Sales	\$757,000	\$34,675,000	0.365
Book and Record Store Sales	\$5,305,000	\$74,178,000	1.194
Art Gallery and Individual Artist Sales	\$6,497,000	\$155,758,000	0.697
Performing Arts Participation	\$2,472,000	\$71,112,000	0.581
<b>Non Profit Data</b>			
Arts Organization Revenue	\$5,433,100	\$90,826,248	0.999
Arts-Active Organization Revenue	\$2,594,855	\$49,290,998	0.879
<b>Occupation Data</b>			
Total Jobs	1,755	40,815	0.718
<b>Total CVI : 0.734</b>			

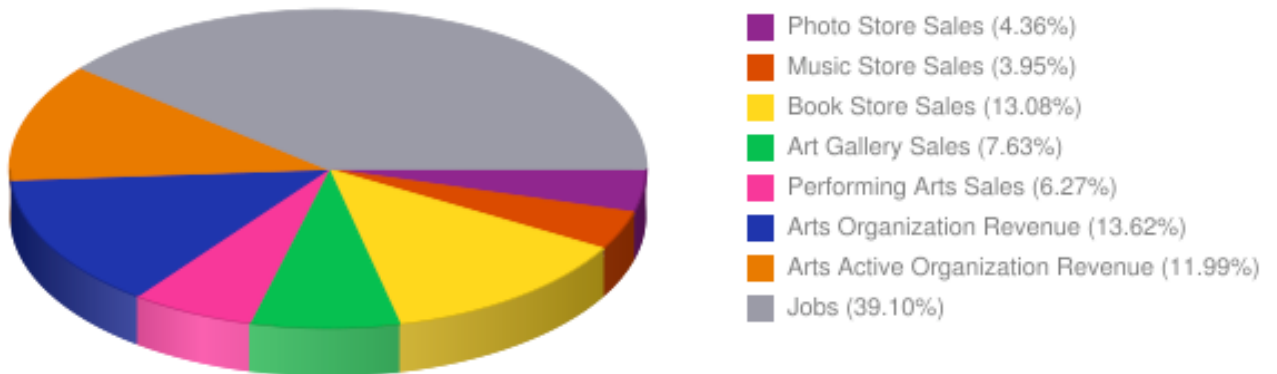
Source: WESTAF

**Chart# 10**  
**CVI Values by Category 2008**



Source: WESTAF

**Chart# 11**  
**Contributions to the CVI after Weighting Inputs 2008**



Source: WESTAF

**Table# 8**  
**Bear River North, ESA, Vs. Utah, 2009**

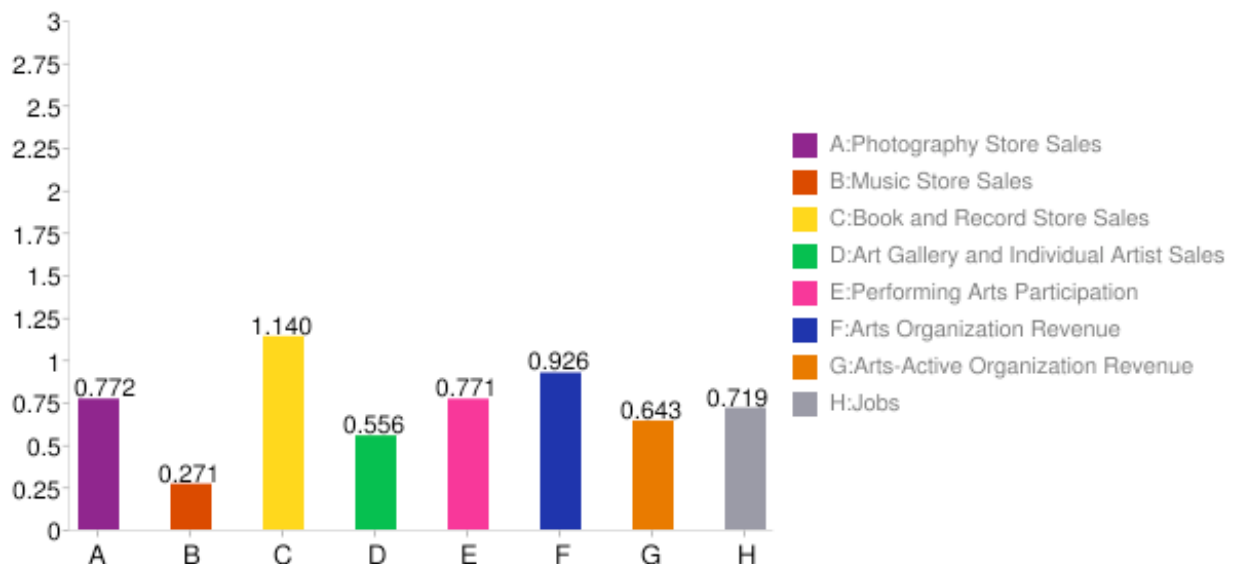
Region A: Box Elder, Cache, Rich

Region B: Utah

Description	Region A	Region B	Categorical Index
<b>Year - 2009</b>			
Population	167,331	2,784,572	
<b>Industry Data</b>			
Photography Store Sales	\$364,000	\$7,844,000	0.772
Music Store Sales	\$538,000	\$33,001,000	0.271
Book and Record Store Sales	\$4,858,000	\$70,943,000	1.140
Art Gallery and Individual Artist Sales	\$5,341,000	\$159,905,000	0.556
Performing Arts Participation	\$4,297,000	\$92,721,000	0.771
<b>Non Profit Data</b>			
Arts Organization Revenue	\$5,373,061	\$96,527,227	0.926
Arts-Active Organization Revenue	\$1,650,529	\$42,688,737	0.643
<b>Occupation Data</b>			
Total Jobs	1,779	41,149	0.719
<b>Total CVI : 0.726</b>			

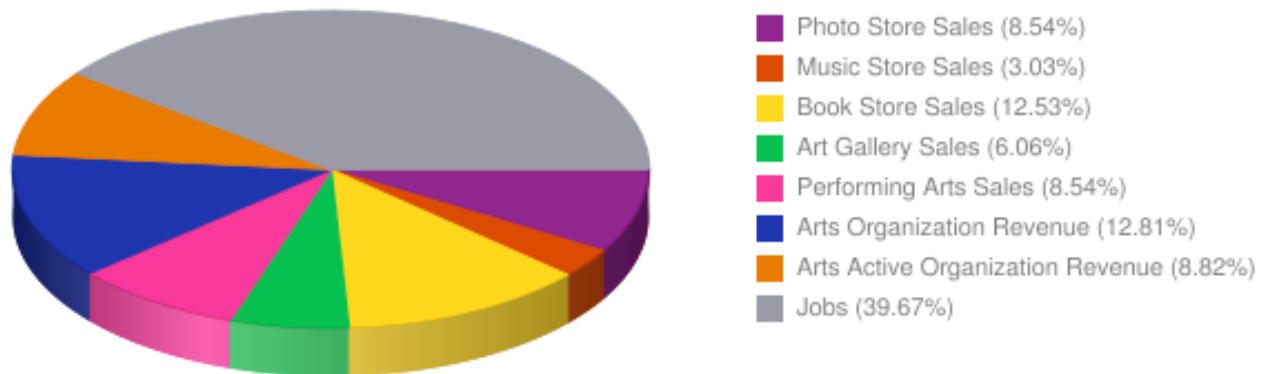
Source: WESTAF

**Chart# 12**  
**CVI Values by Category 2009**



Source: WESTAF

**Chart# 13**  
**Contributions to the CVI after Weighting Inputs 2009**



Source: WESTAF

### **Castle Country ESA CVI™ Values and Calculations vs. The United States and Utah, 2008-2009**

Tables #9 through #10 show summarized data for the Castle Country ESA in comparison to the United States from 2008 to 2009. The overall CVI™ value for the ESA versus the United States increased slightly in 2009. The increased CVI™ value for art gallery and independent artist sales in 2009 contributed to a higher CVI™ value.

Some individual CVI™ values for Castle Country ESA rose from 2008 to 2009; this data is shown in Tables #11 through #12. The overall CVI™ value of the ESA increased from 0.31 in 2008 to 0.36 in 2009. In 2009, this ESA outperformed Utah in art gallery and independent artist sales.

**Table# 9**  
**Castle Country, ESA, Vs. The United States, 2008**

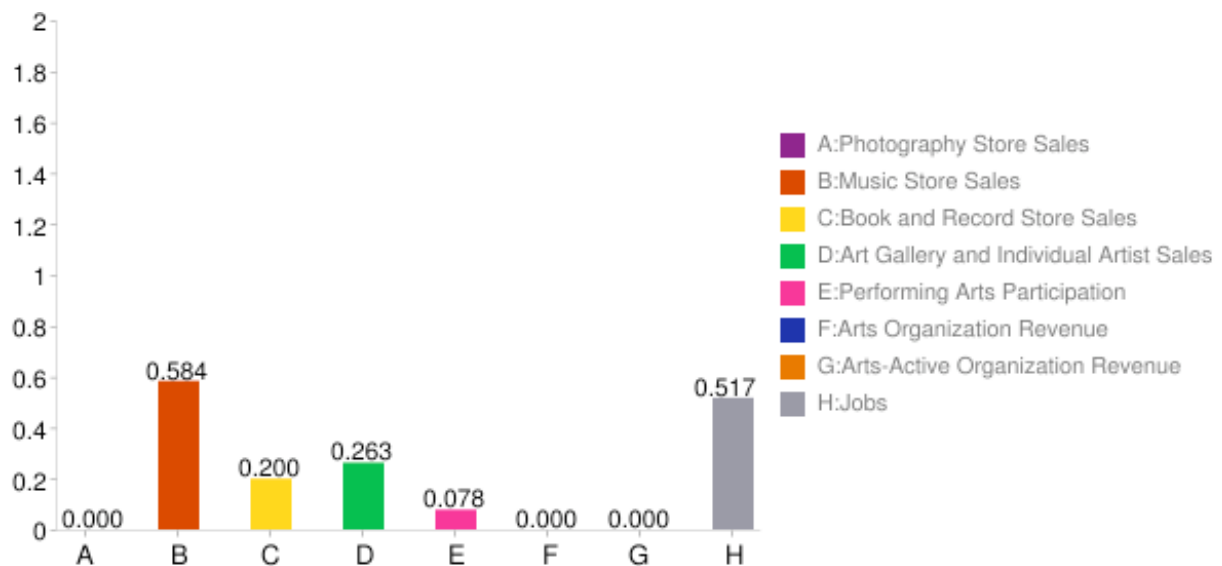
Region A: Carbon, Emery

Region B: United States

Description	Region A	Region B	Categorical Index
<b>Year - 2008</b>			
Population	30,059	304,059,724	
<b>Industry Data</b>			
Photography Store Sales	\$0	\$1,426,736,000	0.000
Music Store Sales	\$177,000	\$3,064,022,000	0.584
Book and Record Store Sales	\$171,000	\$8,640,277,000	0.200
Art Gallery and Individual Artist Sales	\$888,000	\$34,129,019,000	0.263
Performing Arts Participation	\$108,000	\$14,086,245,000	0.078
<b>Non Profit Data</b>			
Arts Organization Revenue	\$0	\$14,520,426,857	0.000
Arts-Active Organization Revenue	\$0	\$16,107,694,069	0.000
<b>Occupation Data</b>			
Total Jobs	223	4,361,087	0.517
<b>Total CVI : 0.297</b>			

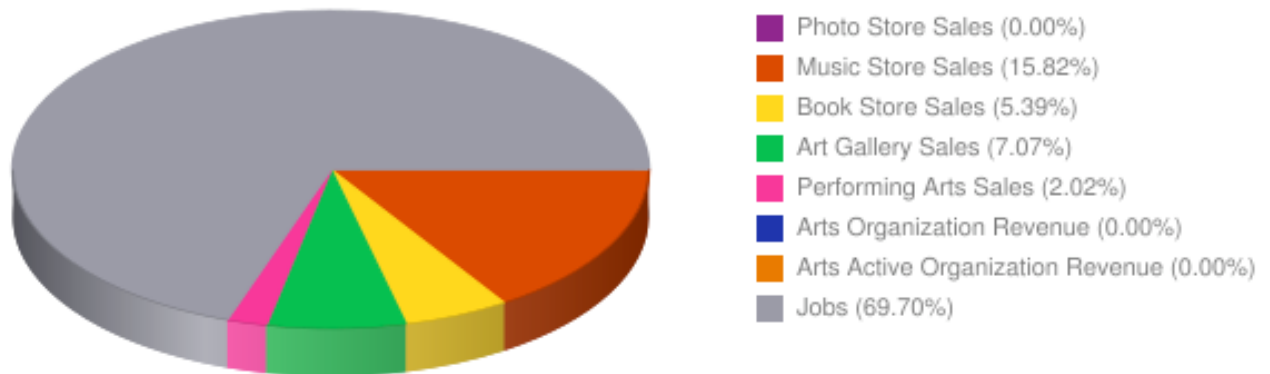
Source: WESTAF

**Chart# 14**  
**CVI Values by Category 2008**



Source: WESTAF

**Chart# 15**  
**Contributions to the CVI after Weighting Inputs 2008**



Source: WESTAF

**Table# 10**  
**Castle Country, ESA, Vs. The United States, 2009**

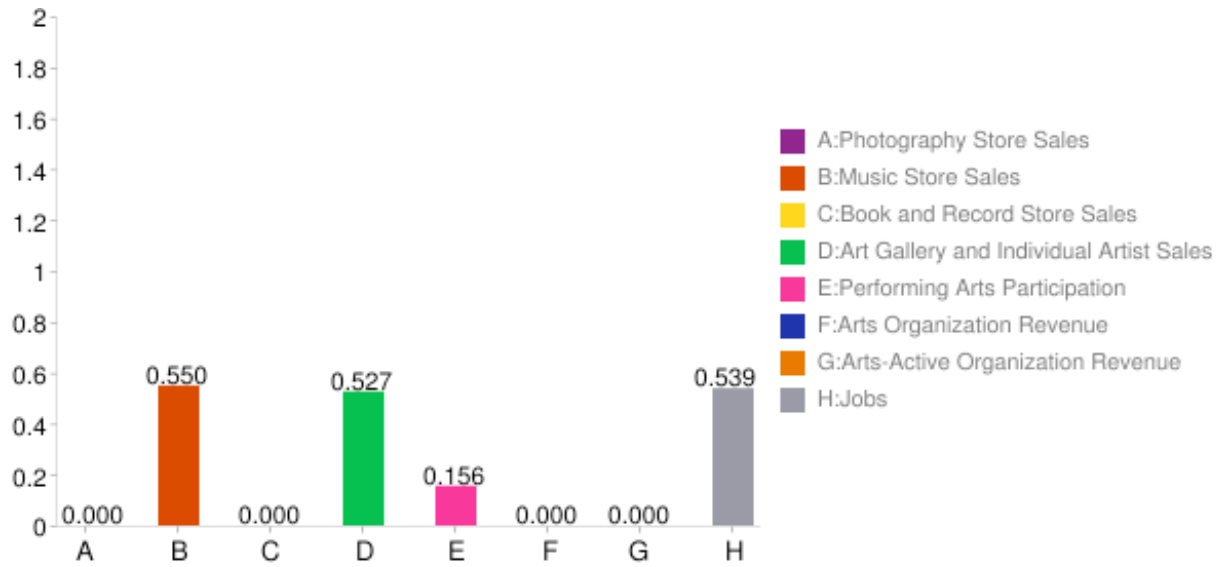
Region A: Carbon, Emery

Region B: United States

Description	Region A	Region B	Categorical Index
<b>Year - 2009</b>			
Population	30,618	307,006,550	
<b>Industry Data</b>			
Photography Store Sales	\$0	\$1,150,165,000	0.000
Music Store Sales	\$160,000	\$2,916,567,000	0.550
Book and Record Store Sales	\$0	\$8,154,589,000	0.000
Art Gallery and Individual Artist Sales	\$2,009,000	\$38,192,381,000	0.527
Performing Arts Participation	\$237,000	\$15,252,498,000	0.156
<b>Non Profit Data</b>			
Arts Organization Revenue	\$0	\$14,911,005,244	0.000
Arts-Active Organization Revenue	\$0	\$16,212,378,473	0.000
<b>Occupation Data</b>			
Total Jobs	241	4,483,793	0.539
<b>Total CVI : 0.314</b>			

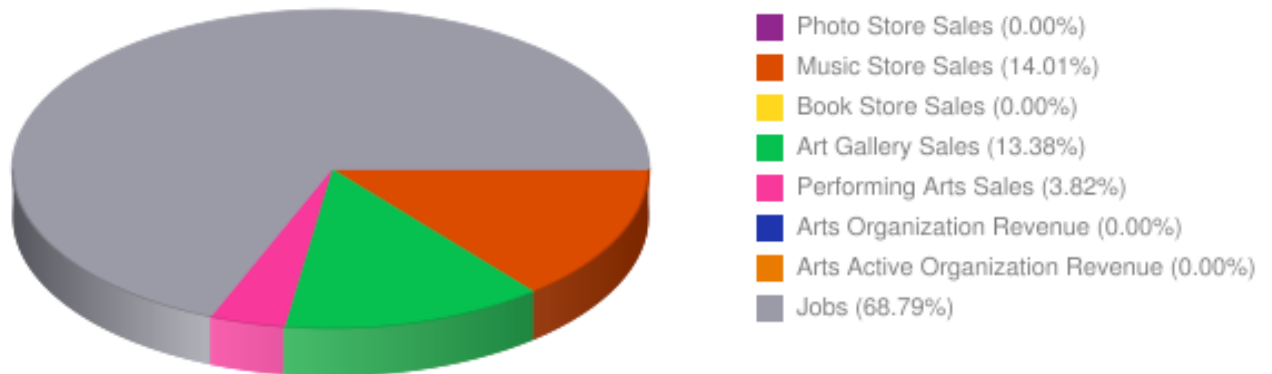
Source: WESTAF

**Chart# 16**  
**CVI Values by Category 2009**



Source: WESTAF

**Chart# 17**  
**Contributions to the CVI after Weighting Inputs 2009**



Source: WESTAF



**Table# 11**  
**Castle Country, ESA, Vs. Utah, 2008**

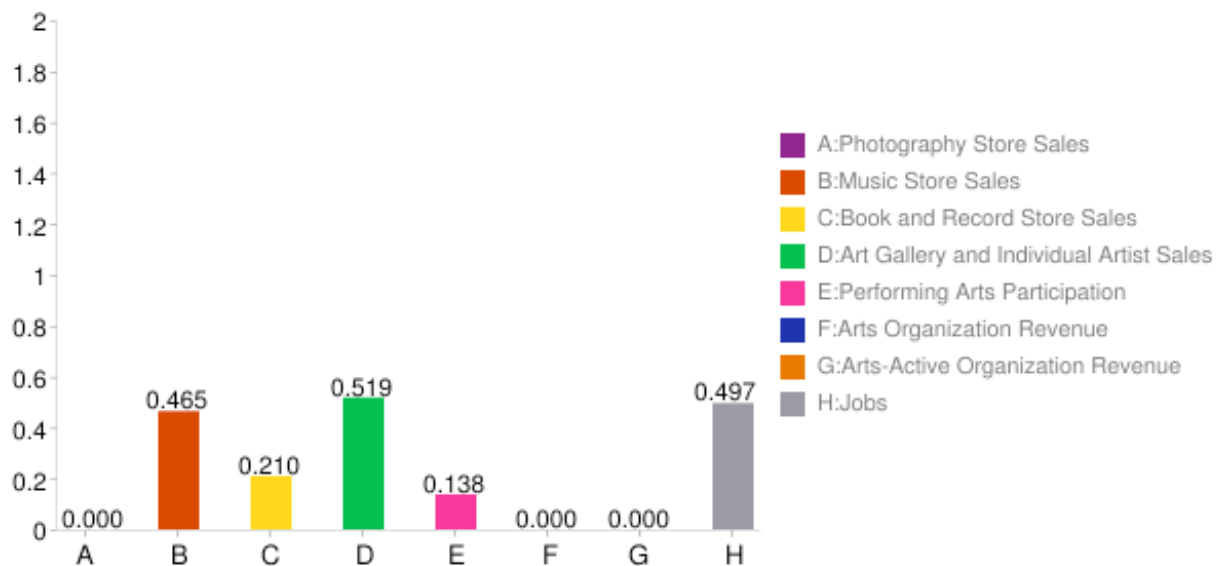
Region A: Carbon, Emery

Region B: Utah

Description	Region A	Region B	Categorical Index
<b>Year - 2008</b>			
Population	30,059	2,736,424	
<b>Industry Data</b>			
Photography Store Sales	\$0	\$11,629,000	0.000
Music Store Sales	\$177,000	\$34,675,000	0.465
Book and Record Store Sales	\$171,000	\$74,178,000	0.210
Art Gallery and Individual Artist Sales	\$888,000	\$155,758,000	0.519
Performing Arts Participation	\$108,000	\$71,112,000	0.138
<b>Non Profit Data</b>			
Arts Organization Revenue	\$0	\$90,826,248	0.000
Arts-Active Organization Revenue	\$0	\$49,290,998	0.000
<b>Occupation Data</b>			
Total Jobs	223	40,815	0.497
<b>Total CVI : 0.306</b>			

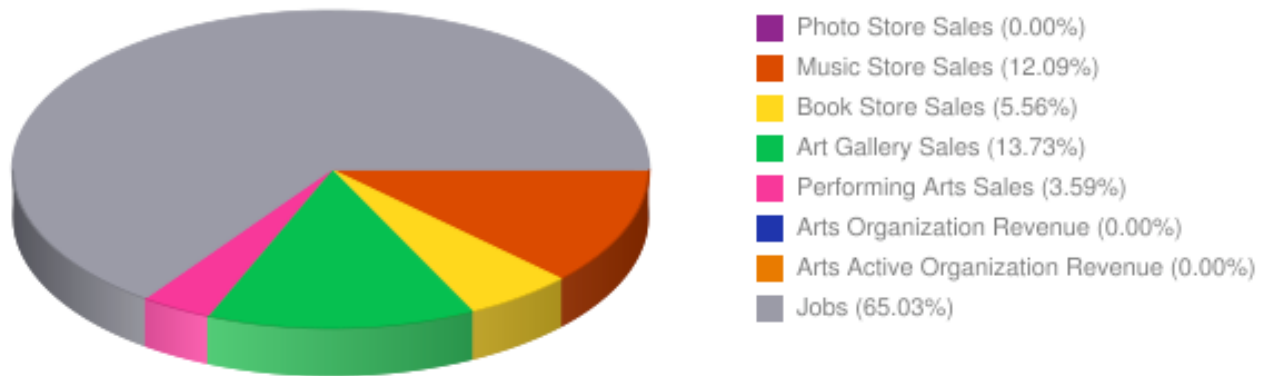
Source: WESTAF

**Chart# 18**  
**CVI Values by Category 2008**



Source: WESTAF

**Chart# 19**  
**Contributions to the CVI after Weighting Inputs 2008**



Source: WESTAF

**Table# 12**  
**Castle Country, ESA, Vs. Utah, 2009**

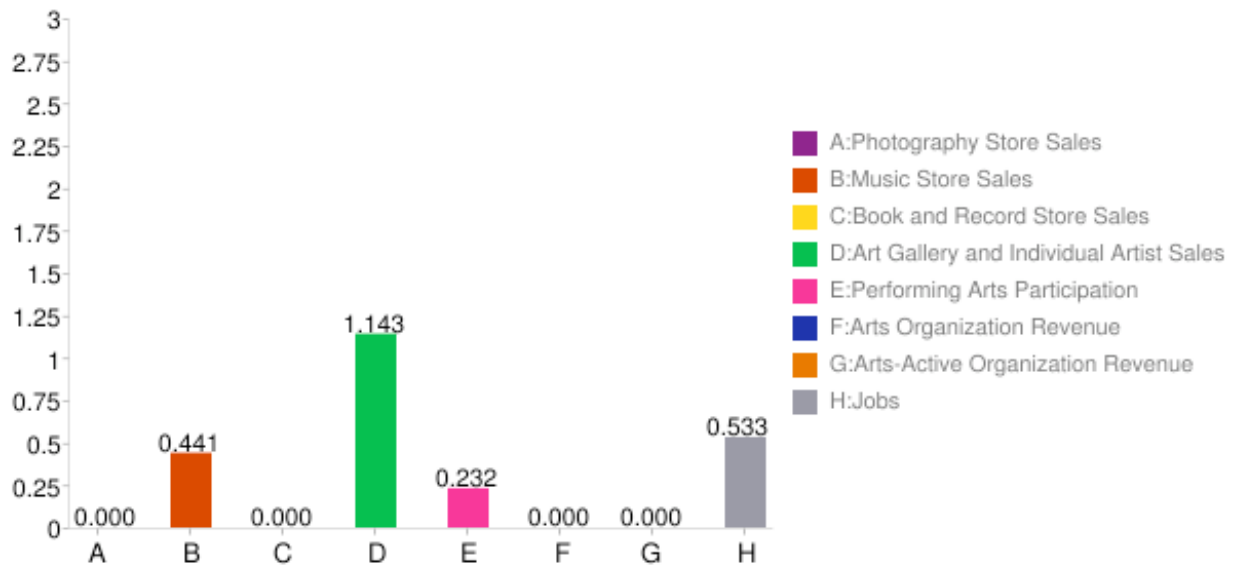
Region A: Carbon, Emery

Region B: Utah

Description	Region A	Region B	Categorical Index
<b>Year - 2009</b>			
Population	30,618	2,784,572	
<b>Industry Data</b>			
Photography Store Sales	\$0	\$7,844,000	0.000
Music Store Sales	\$160,000	\$33,001,000	0.441
Book and Record Store Sales	\$0	\$70,943,000	0.000
Art Gallery and Individual Artist Sales	\$2,009,000	\$159,905,000	1.143
Performing Arts Participation	\$237,000	\$92,721,000	0.232
<b>Non Profit Data</b>			
Arts Organization Revenue	\$0	\$96,527,227	0.000
Arts-Active Organization Revenue	\$0	\$42,688,737	0.000
<b>Occupation Data</b>			
Total Jobs	241	41,149	0.533
<b>Total CVI : 0.358</b>			

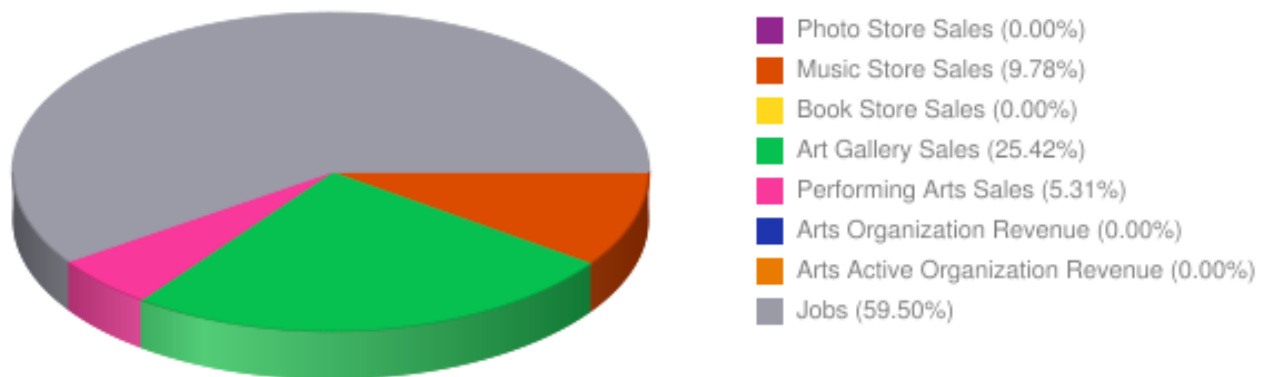
Source: WESTAF

**Chart# 20**  
**CVI Values by Category 2009**



Source: WESTAF

**Chart# 21**  
**Contributions to the CVI after Weighting Inputs 2009**



Source: WESTAF

### Central Utah ESA CVI™ Values and Calculations vs. The United States and Utah, 2008-2009

Summarized data for the Central Utah ESA in comparison to the nation for 2008 and 2009 appear in Tables #13 and #14. The overall CVI™ value for the ESA versus the United States rose slightly from 0.28 in 2008 to 0.29 in 2009. The increase in art gallery and independent artist sales contributed to the rise in the overall CVI™ value.

Tables #15 and #16 offer summarized data for the Central Utah ESA versus the State of Utah from 2008 through 2009. In 2009, the ESA had an overall CVI™ value of 0.34. The CVI™ value for art gallery and independent artist

sales increased significantly between 2008 and 2009, and this category received the highest individual CVI™ value in 2009 at 0.82.

**Table# 13**  
**Central Utah, ESA, Vs. The United States, 2008**

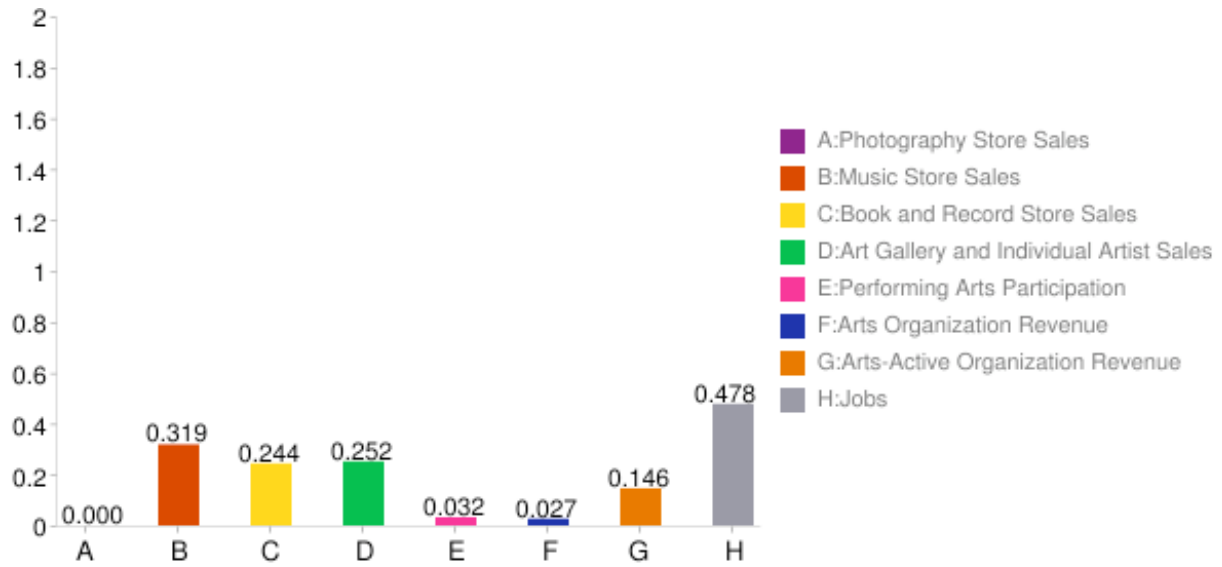
Region A: Millard, Piute, Sanpete, Sevier, Wayne

Region B: United States

Description	Region A	Region B	Categorical Index
<b>Year - 2008</b>			
Population	61,609	304,059,724	
<b>Industry Data</b>			
Photography Store Sales	\$0	\$1,426,736,000	0.000
Music Store Sales	\$198,000	\$3,064,022,000	0.319
Book and Record Store Sales	\$428,000	\$8,640,277,000	0.244
Art Gallery and Individual Artist Sales	\$1,741,000	\$34,129,019,000	0.252
Performing Arts Participation	\$91,000	\$14,086,245,000	0.032
<b>Non Profit Data</b>			
Arts Organization Revenue	\$80,812	\$14,520,426,857	0.027
Arts-Active Organization Revenue	\$475,967	\$16,107,694,069	0.146
<b>Occupation Data</b>			
Total Jobs	422	4,361,087	0.478
<b>Total CVI : 0.278</b>			

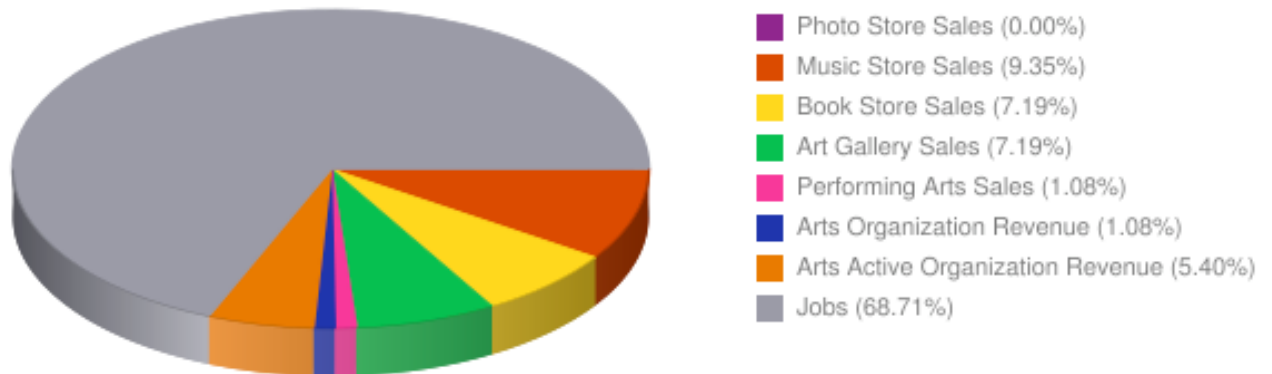
Source: WESTAF

**Chart# 22**  
**CVI Values by Category 2008**



Source: WESTAF

**Chart# 23**  
**Contributions to the CVI after Weighting Inputs 2008**



Source: WESTAF

**Table# 14**  
**Central Utah, ESA, Vs. The United States, 2009**

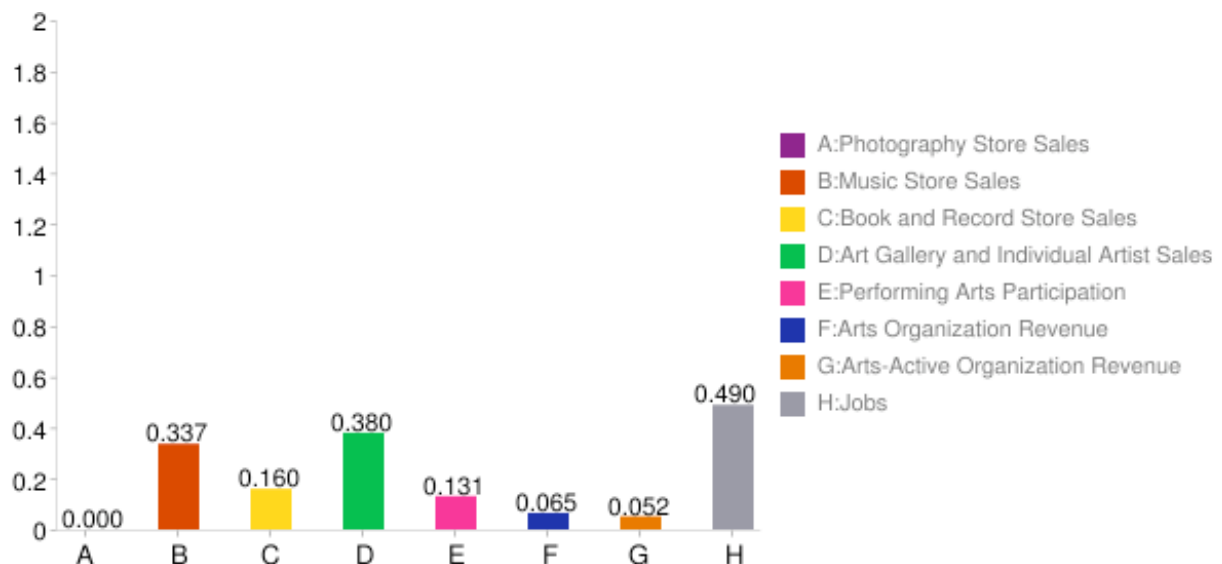
Region A: Millard, Piute, Sanpete, Sevier, Wayne

Region B: United States

Description	Region A	Region B	Categorical Index
<b>Year - 2009</b>			
Population	62,230	307,006,550	
<b>Industry Data</b>			
Photography Store Sales	\$0	\$1,150,165,000	0.000
Music Store Sales	\$199,000	\$2,916,567,000	0.337
Book and Record Store Sales	\$265,000	\$8,154,589,000	0.160
Art Gallery and Individual Artist Sales	\$2,944,000	\$38,192,381,000	0.380
Performing Arts Participation	\$406,000	\$15,252,498,000	0.131
<b>Non Profit Data</b>			
Arts Organization Revenue	\$195,555	\$14,911,005,244	0.065
Arts-Active Organization Revenue	\$170,382	\$16,212,378,473	0.052
<b>Occupation Data</b>			
Total Jobs	445	4,483,793	0.490
<b>Total CVI : 0.288</b>			

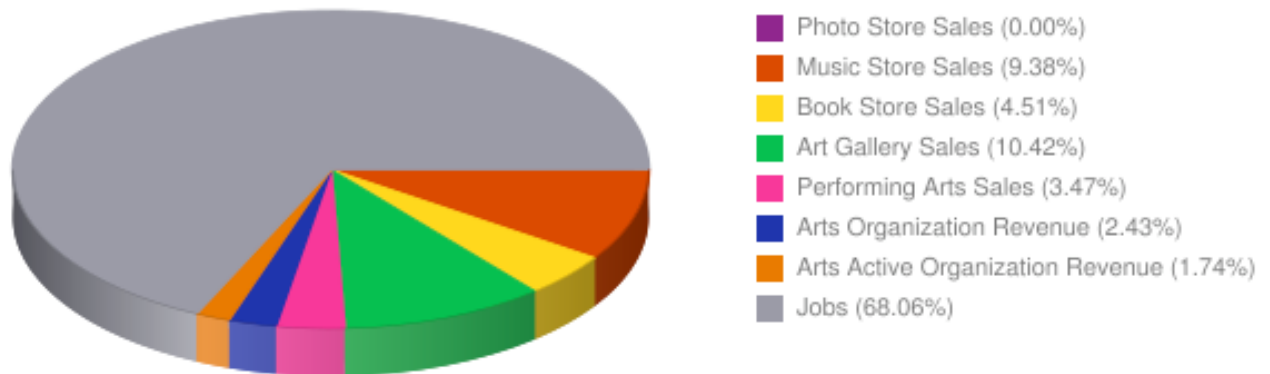
Source: WESTAF

**Chart# 24**  
**CVI Values by Category 2009**



Source: WESTAF

**Chart# 25**  
**Contributions to the CVI after Weighting Inputs 2009**



Source: WESTAF

**Table# 15**  
**Central Utah, ESA, Vs. Utah, 2008**

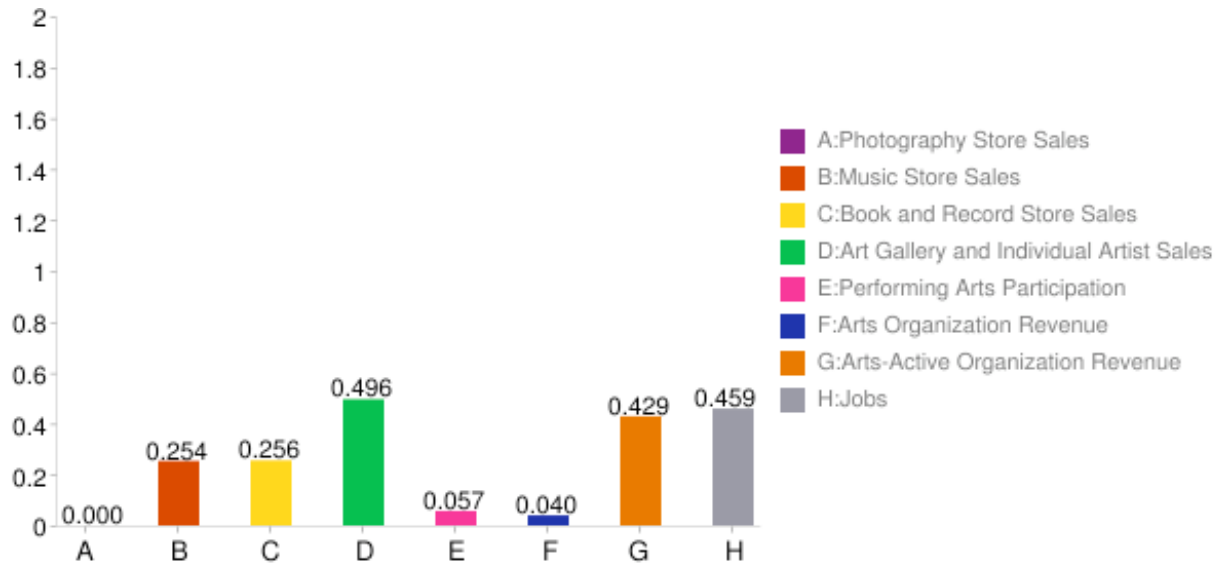
Region A: Millard, Piute, Sanpete, Sevier, Wayne

Region B: Utah

Description	Region A	Region B	Categorical Index
<b>Year - 2008</b>			
Population	61,609	2,736,424	
<b>Industry Data</b>			
Photography Store Sales	\$0	\$11,629,000	0.000
Music Store Sales	\$198,000	\$34,675,000	0.254
Book and Record Store Sales	\$428,000	\$74,178,000	0.256
Art Gallery and Individual Artist Sales	\$1,741,000	\$155,758,000	0.496
Performing Arts Participation	\$91,000	\$71,112,000	0.057
<b>Non Profit Data</b>			
Arts Organization Revenue	\$80,812	\$90,826,248	0.040
Arts-Active Organization Revenue	\$475,967	\$49,290,998	0.429
<b>Occupation Data</b>			
Total Jobs	422	40,815	0.459
<b>Total CVI : 0.316</b>			

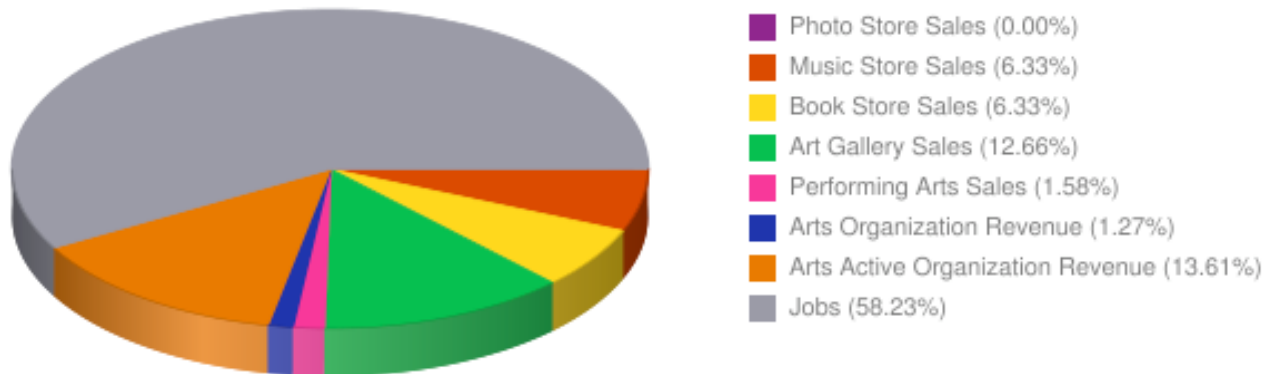
Source: WESTAF

**Chart# 26**  
**CVI Values by Category 2008**



Source: WESTAF

**Chart# 27**  
**Contributions to the CVI after Weighting Inputs 2008**



Source: WESTAF



**Table# 16**  
**Central Utah, ESA, Vs. Utah, 2009**

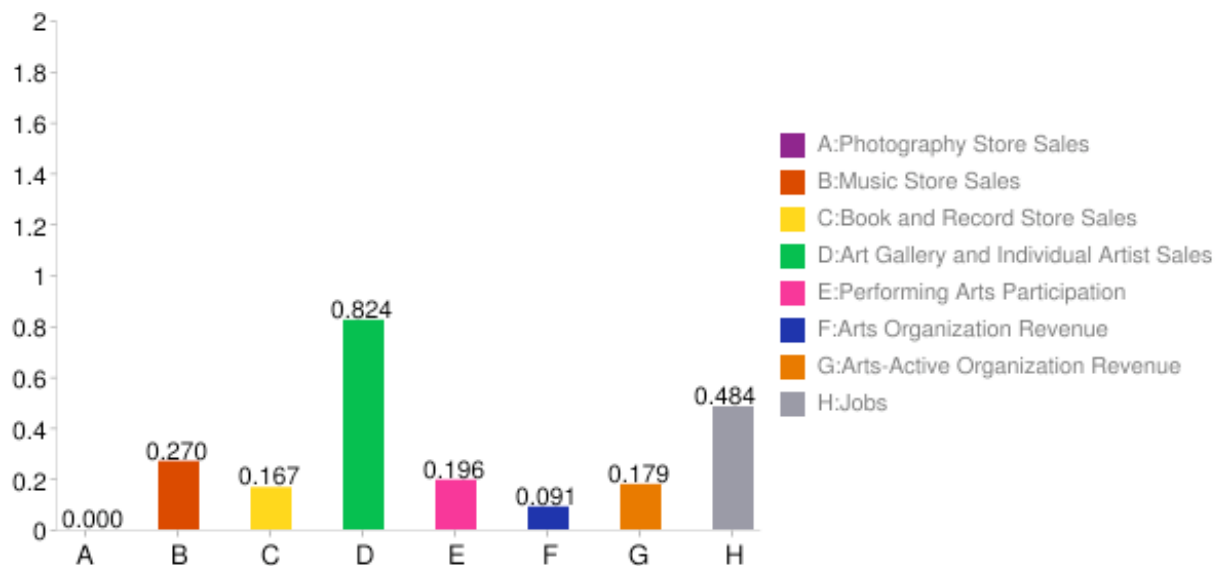
Region A: Millard, Piute, Sanpete, Sevier, Wayne

Region B: Utah

Description	Region A	Region B	Categorical Index
<b>Year - 2009</b>			
Population	62,230	2,784,572	
<b>Industry Data</b>			
Photography Store Sales	\$0	\$7,844,000	0.000
Music Store Sales	\$199,000	\$33,001,000	0.270
Book and Record Store Sales	\$265,000	\$70,943,000	0.167
Art Gallery and Individual Artist Sales	\$2,944,000	\$159,905,000	0.824
Performing Arts Participation	\$406,000	\$92,721,000	0.196
<b>Non Profit Data</b>			
Arts Organization Revenue	\$195,555	\$96,527,227	0.091
Arts-Active Organization Revenue	\$170,382	\$42,688,737	0.179
<b>Occupation Data</b>			
Total Jobs	445	41,149	0.484
<b>Total CVI : 0.338</b>			

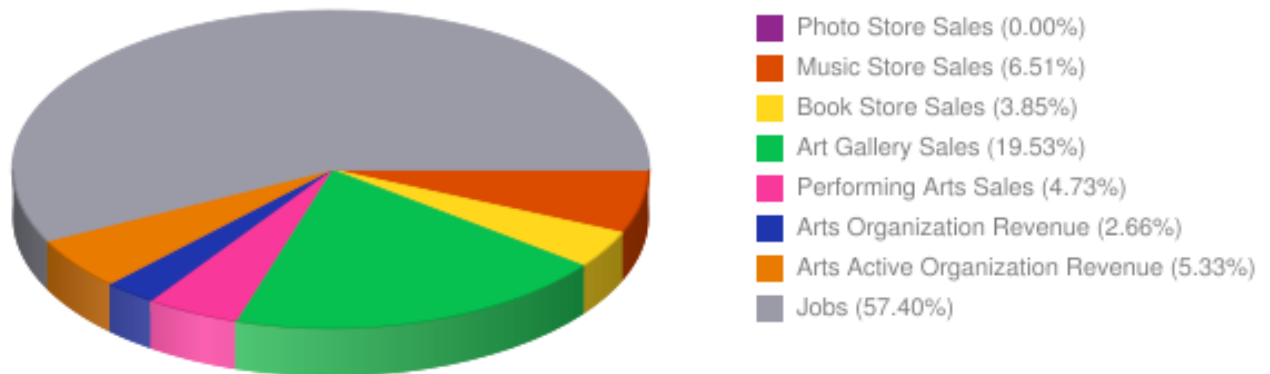
Source: WESTAF

**Chart# 28**  
**CVI Values by Category 2009**



Source: WESTAF

**Chart# 29**  
**Contributions to the CVI after Weighting Inputs 2009**



Source: WESTAF

#### **Mountainland ESA CVI™ Values and Calculations vs. The United States and Utah, 2008-2009**

Tables #17 and #18 show summarized data for the Mountainland ESA versus the nation from 2008 to 2009. The most negative individual CVI™ value change from year-to-year occurred in photography store sales. Book and record store sales had the biggest gain in value from 0.65 in 2008 to 0.98 in 2009. Music store sales exceeded the nation with a CVI™ value of 1.30.

In comparison to Utah, five of the eight individual CVI™ values for this ESA surpassed the state in 2009, and Tables #19 and #20 show summarized data for the area. Between 2008 and 2009, the overall CVI™ value increased from 1.02 to 1.06. The most significant positive change occurred within book and record store sales. Art gallery and independent artist sales reported the highest individual CVI™ value in 2009 at 1.58.

**Table# 17**  
**Mountainland, ESA, Vs. The United States, 2008**

Region A: Juab, Summit, Utah, Wasatch

Region B: United States

Description	Region A	Region B	Categorical Index
<b>Year - 2008</b>			
Population	597,986	304,059,724	
<b>Industry Data</b>			
Photography Store Sales	\$3,438,000	\$1,426,736,000	1.225
Music Store Sales	\$7,089,000	\$3,064,022,000	1.176
Book and Record Store Sales	\$11,052,000	\$8,640,277,000	0.650
Art Gallery and Individual Artist Sales	\$53,821,000	\$34,129,019,000	0.802
Performing Arts Participation	\$7,810,000	\$14,086,245,000	0.282
<b>Non Profit Data</b>			
Arts Organization Revenue	\$23,149,738	\$14,520,426,857	0.811
Arts-Active Organization Revenue	\$12,798,546	\$16,107,694,069	0.404
<b>Occupation Data</b>			
Total Jobs	8,472	4,361,087	0.988
<b>Total CVI : 0.847</b>			

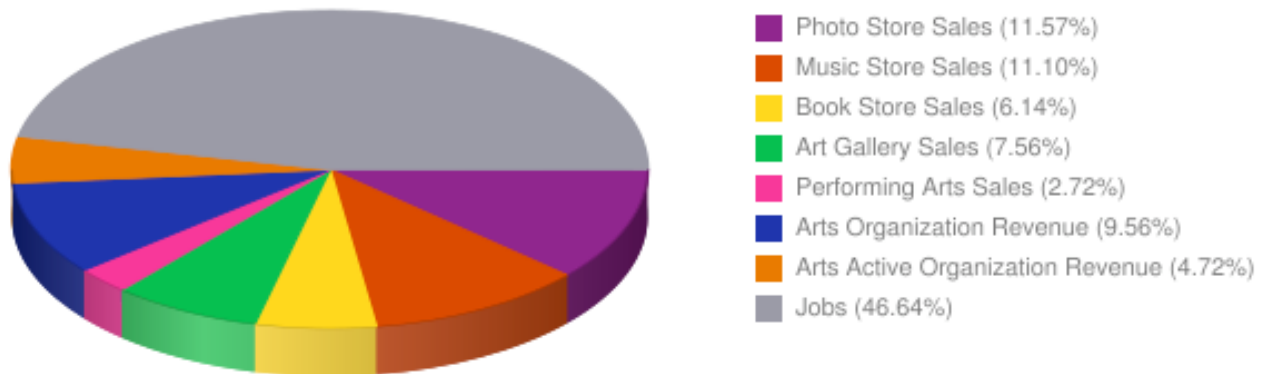
Source: WESTAF

**Chart# 30**  
**CVI Values by Category 2008**



Source: WESTAF

**Chart# 31**  
**Contributions to the CVI after Weighting Inputs 2008**



Source: WESTAF

**Table# 18**  
**Mountainland, ESA, Vs. The United States, 2009**

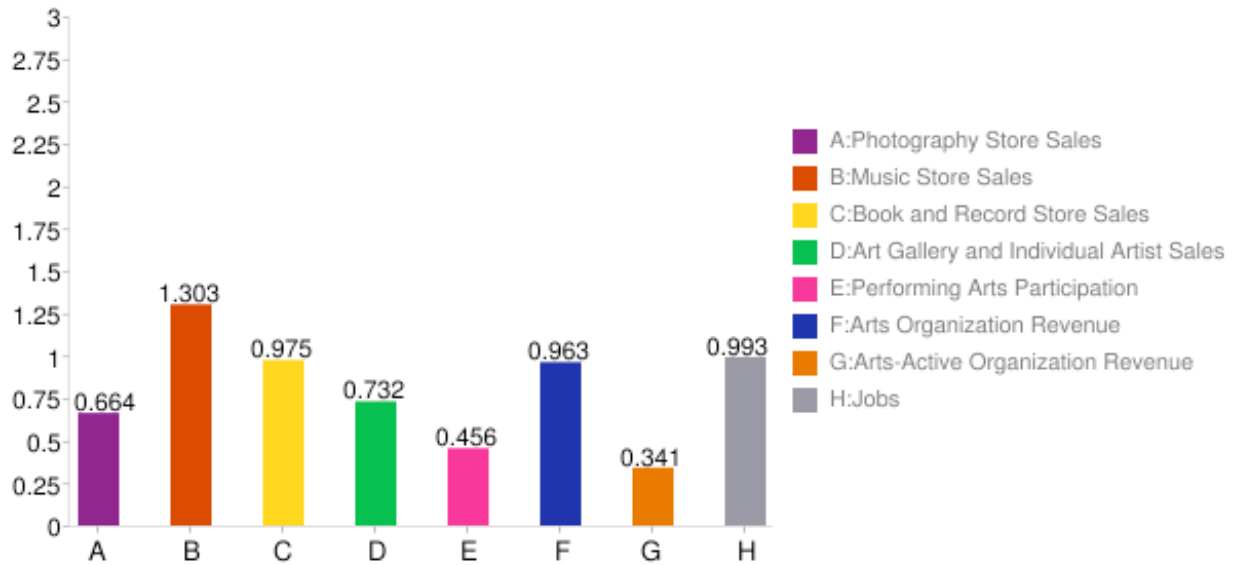
Region A: Juab, Summit, Utah, Wasatch

Region B: United States

Description	Region A	Region B	Categorical Index
<b>Year - 2009</b>			
Population	614,120	307,006,550	
<b>Industry Data</b>			
Photography Store Sales	\$1,528,000	\$1,150,165,000	0.664
Music Store Sales	\$7,602,000	\$2,916,567,000	1.303
Book and Record Store Sales	\$15,909,000	\$8,154,589,000	0.975
Art Gallery and Individual Artist Sales	\$55,933,000	\$38,192,381,000	0.732
Performing Arts Participation	\$13,922,000	\$15,252,498,000	0.456
<b>Non Profit Data</b>			
Arts Organization Revenue	\$28,738,167	\$14,911,005,244	0.963
Arts-Active Organization Revenue	\$11,052,094	\$16,212,378,473	0.341
<b>Occupation Data</b>			
Total Jobs	8,903	4,483,793	0.993
<b>Total CVI : 0.857</b>			

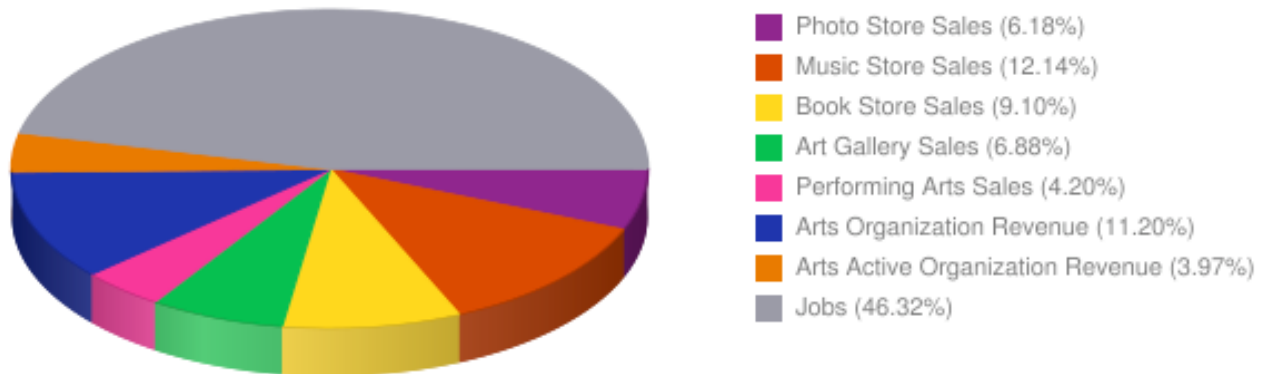
Source: WESTAF

**Chart# 32**  
**CVI Values by Category 2009**



Source: WESTAF

**Chart# 33**  
**Contributions to the CVI after Weighting Inputs 2009**



Source: WESTAF

**Table# 19**  
**Mountainland, ESA, Vs. Utah, 2008**

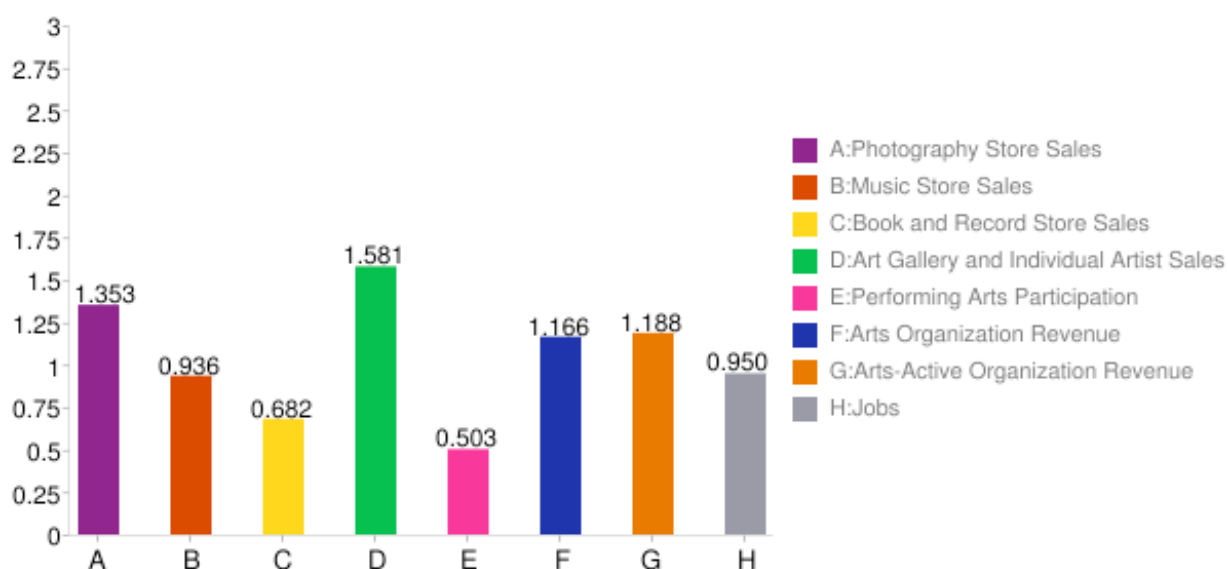
Region A: Juab, Summit, Utah, Wasatch

Region B: Utah

Description	Region A	Region B	Categorical Index
<b>Year - 2008</b>			
Population	597,986	2,736,424	
<b>Industry Data</b>			
Photography Store Sales	\$3,438,000	\$11,629,000	1.353
Music Store Sales	\$7,089,000	\$34,675,000	0.936
Book and Record Store Sales	\$11,052,000	\$74,178,000	0.682
Art Gallery and Individual Artist Sales	\$53,821,000	\$155,758,000	1.581
Performing Arts Participation	\$7,810,000	\$71,112,000	0.503
<b>Non Profit Data</b>			
Arts Organization Revenue	\$23,149,738	\$90,826,248	1.166
Arts-Active Organization Revenue	\$12,798,546	\$49,290,998	1.188
<b>Occupation Data</b>			
Total Jobs	8,472	40,815	0.950
<b>Total CVI : 1.02</b>			

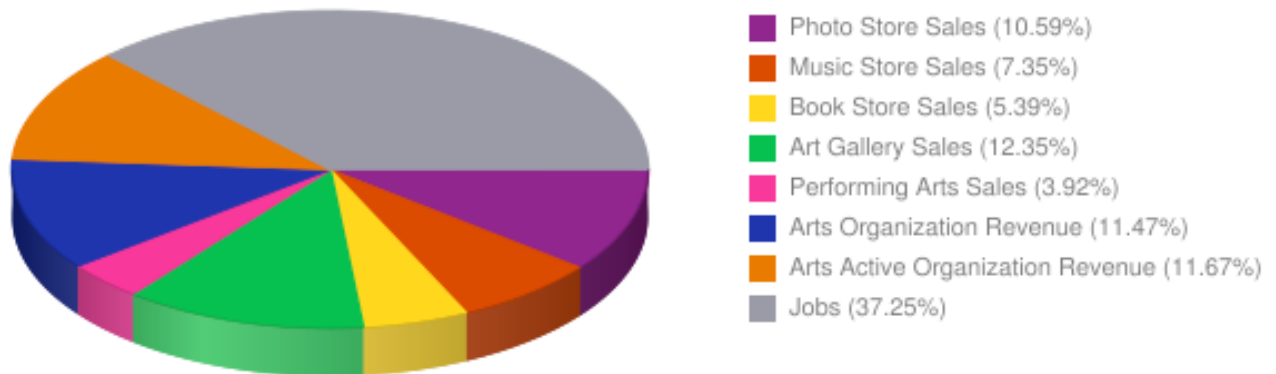
Source: WESTAF

**Chart# 34**  
**CVI Values by Category 2008**



Source: WESTAF

**Chart# 35**  
**Contributions to the CVI after Weighting Inputs 2008**



Source: WESTAF

**Table# 20**  
**Mountainland, ESA, Vs. Utah, 2009**

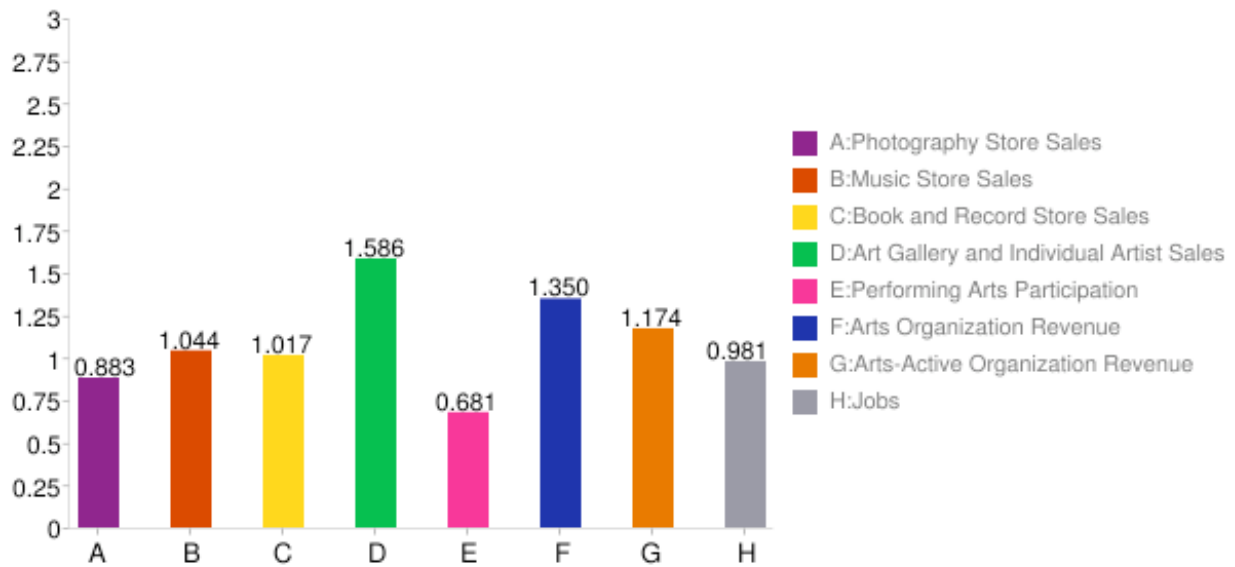
Region A: Juab, Summit, Utah, Wasatch

Region B: Utah

Description	Region A	Region B	Categorical Index
<b>Year - 2009</b>			
Population	614,120	2,784,572	
<b>Industry Data</b>			
Photography Store Sales	\$1,528,000	\$7,844,000	0.883
Music Store Sales	\$7,602,000	\$33,001,000	1.044
Book and Record Store Sales	\$15,909,000	\$70,943,000	1.017
Art Gallery and Individual Artist Sales	\$55,933,000	\$159,905,000	1.586
Performing Arts Participation	\$13,922,000	\$92,721,000	0.681
<b>Non Profit Data</b>			
Arts Organization Revenue	\$28,738,167	\$96,527,227	1.350
Arts-Active Organization Revenue	\$11,052,094	\$42,688,737	1.174
<b>Occupation Data</b>			
Total Jobs	8,903	41,149	0.981
<b>Total CVI : 1.061</b>			

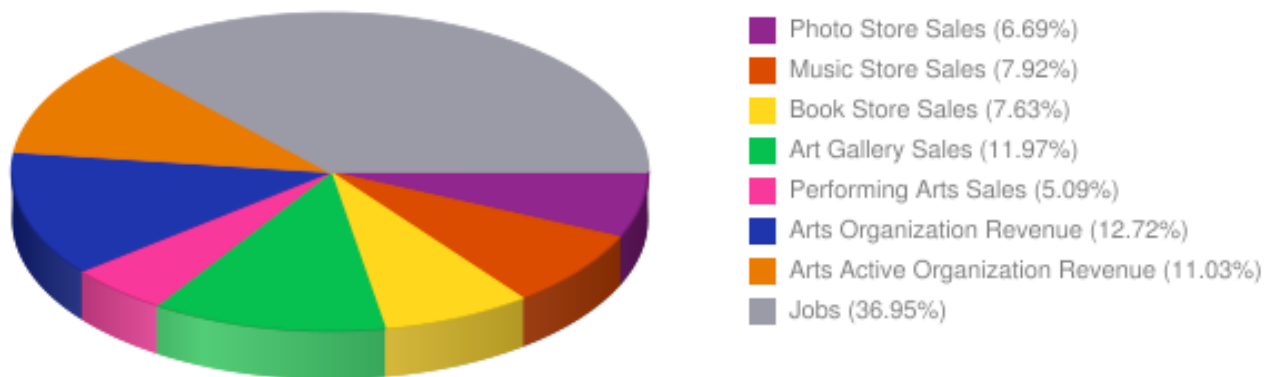
Source: WESTAF

**Chart# 36**  
**CVI Values by Category 2009**



Source: WESTAF

**Chart# 37**  
**Contributions to the CVI after Weighting Inputs 2009**



Source: WESTAF

### **Southeast ESA CVI™ Values and Calculations vs. The United States and Utah, 2008-2009**

Tables #21 and #22 depict summarized data for the Southwest ESA in comparison to the United States from 2008 to 2009. The ESA surpassed the nation in book and record store sales in 2009. Performing arts participation sales experienced significant gains in individual CVI™ value.

The CVI™ value for the Southeast ESA when compared to Utah increased from 0.87 in 2008 to 0.93 in 2009. This particular ESA outperformed the state in three of the eight categories measured by the CVI™. The most dramatic



rise in individual CVI™ values occurred in performing arts participation sales and creative jobs.

**Table# 21**  
**Southeast, ESA, Vs. The United States, 2008**

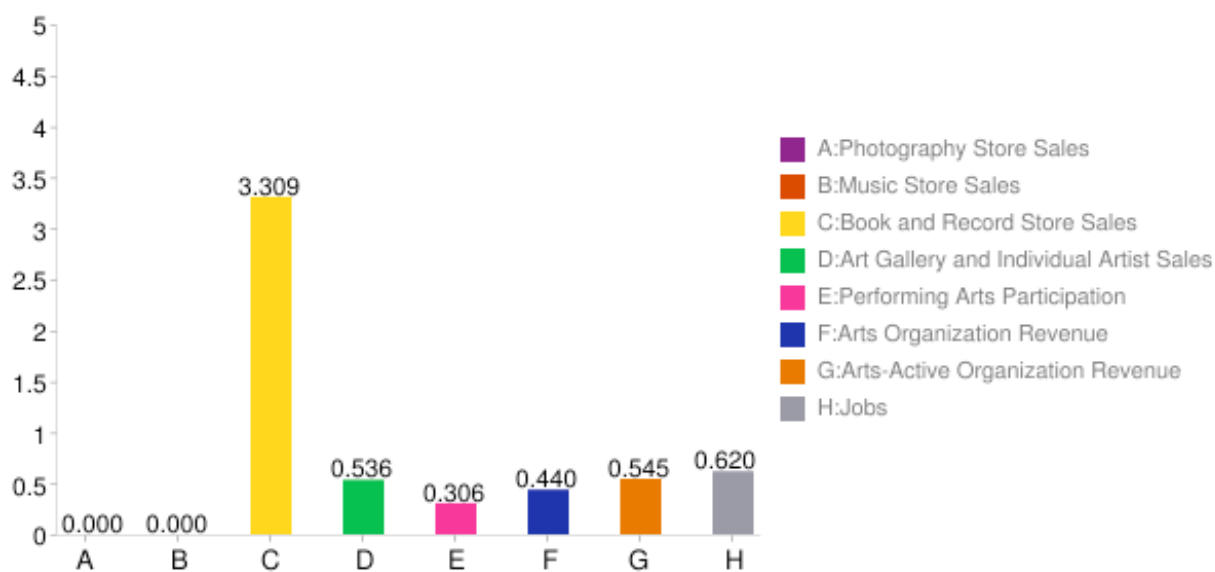
Region A: Grand, San Juan

Region B: United States

Description	Region A	Region B	Categorical Index
<b>Year - 2008</b>			
Population	24,644	304,059,724	
<b>Industry Data</b>			
Photography Store Sales	\$0	\$1,426,736,000	0.000
Music Store Sales	\$0	\$3,064,022,000	0.000
Book and Record Store Sales	\$2,317,000	\$8,640,277,000	3.309
Art Gallery and Individual Artist Sales	\$1,483,000	\$34,129,019,000	0.536
Performing Arts Participation	\$349,000	\$14,086,245,000	0.306
<b>Non Profit Data</b>			
Arts Organization Revenue	\$517,968	\$14,520,426,857	0.440
Arts-Active Organization Revenue	\$710,931	\$16,107,694,069	0.545
<b>Occupation Data</b>			
Total Jobs	219	4,361,087	0.620
<b>Total CVI : 0.679</b>			

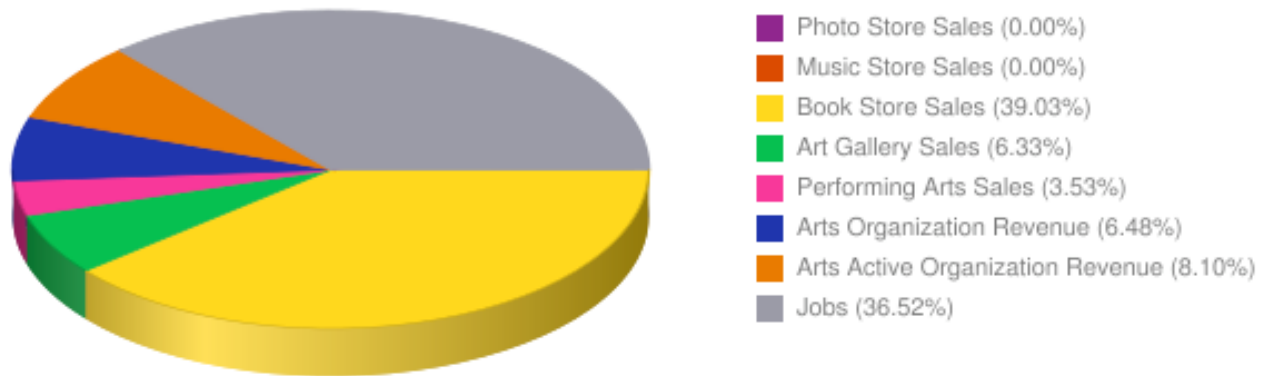
Source: WESTAF

**Chart# 38**  
**CVI Values by Category 2008**



Source: WESTAF

**Chart# 39**  
**Contributions to the CVI after Weighting Inputs 2008**



Source: WESTAF

**Table# 22**  
**Southeast, ESA, Vs. The United States, 2009**

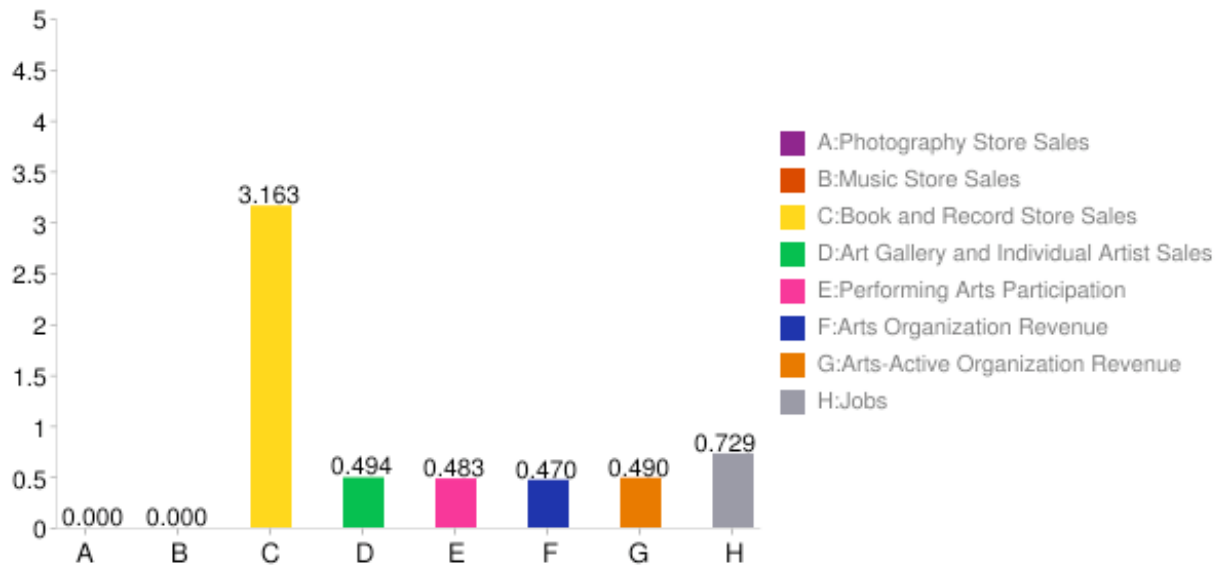
Region A: Grand, San Juan

Region B: United States

Description	Region A	Region B	Categorical Index
<b>Year - 2009</b>			
Population	24,709	307,006,550	
<b>Industry Data</b>			
Photography Store Sales	\$0	\$1,150,165,000	0.000
Music Store Sales	\$0	\$2,916,567,000	0.000
Book and Record Store Sales	\$2,076,000	\$8,154,589,000	3.163
Art Gallery and Individual Artist Sales	\$1,520,000	\$38,192,381,000	0.494
Performing Arts Participation	\$593,000	\$15,252,498,000	0.483
<b>Non Profit Data</b>			
Arts Organization Revenue	\$564,041	\$14,911,005,244	0.470
Arts-Active Organization Revenue	\$639,737	\$16,212,378,473	0.490
<b>Occupation Data</b>			
Total Jobs	263	4,483,793	0.729
<b>Total CVI : 0.72</b>			

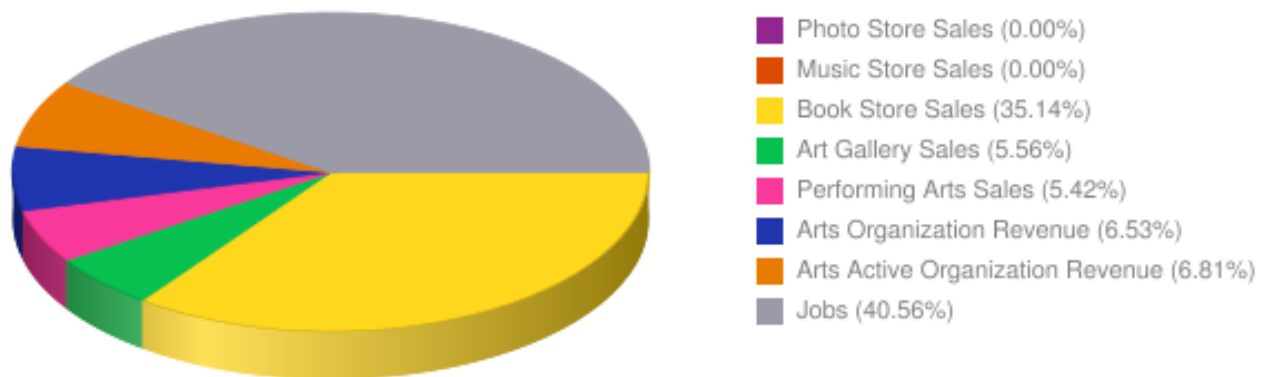
Source: WESTAF

**Chart# 40**  
**CVI Values by Category 2009**



Source: WESTAF

**Chart# 41**  
**Contributions to the CVI after Weighting Inputs 2009**



Source: WESTAF

**Table# 23**  
**Southeast, ESA, Vs. Utah, 2008**

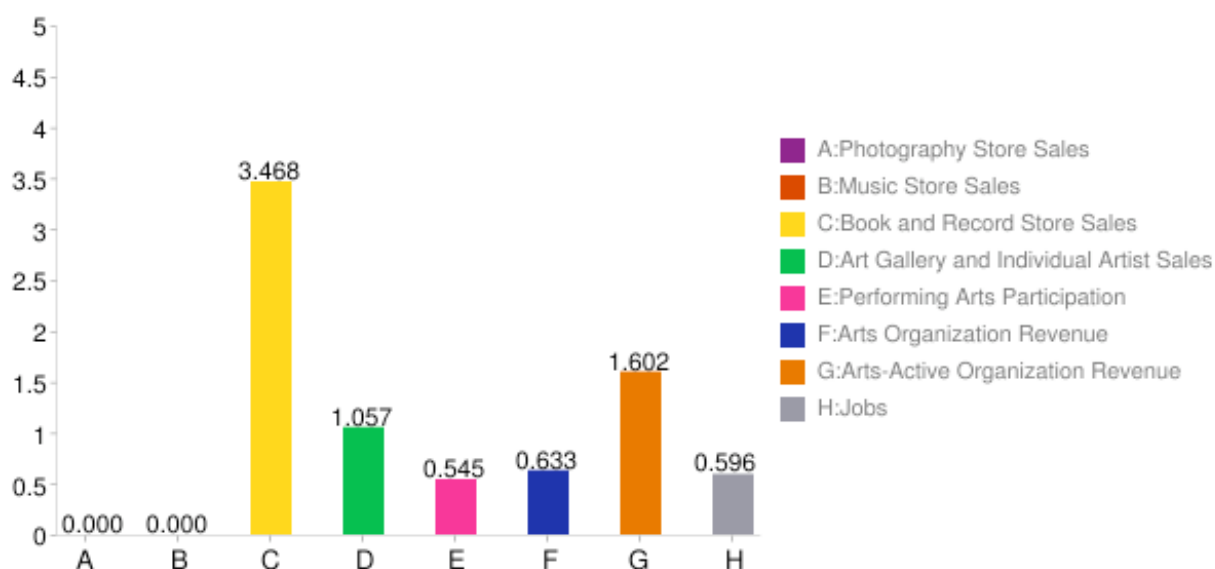
Region A: Grand, San Juan

Region B: Utah

Description	Region A	Region B	Categorical Index
<b>Year - 2008</b>			
Population	24,644	2,736,424	
<b>Industry Data</b>			
Photography Store Sales	\$0	\$11,629,000	0.000
Music Store Sales	\$0	\$34,675,000	0.000
Book and Record Store Sales	\$2,317,000	\$74,178,000	3.468
Art Gallery and Individual Artist Sales	\$1,483,000	\$155,758,000	1.057
Performing Arts Participation	\$349,000	\$71,112,000	0.545
<b>Non Profit Data</b>			
Arts Organization Revenue	\$517,968	\$90,826,248	0.633
Arts-Active Organization Revenue	\$710,931	\$49,290,998	1.602
<b>Occupation Data</b>			
Total Jobs	219	40,815	0.596
<b>Total CVI : 0.867</b>			

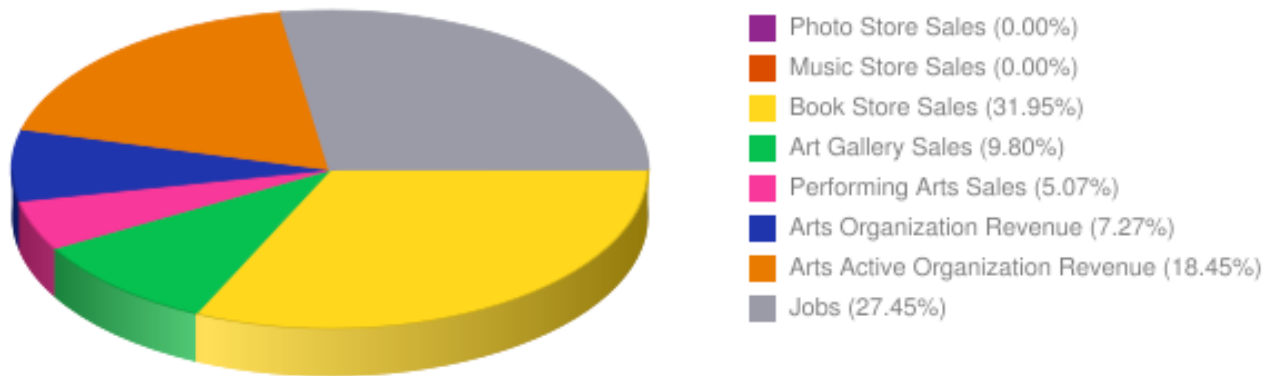
Source: WESTAF

**Chart# 42**  
**CVI Values by Category 2008**



Source: WESTAF

**Chart# 43**  
**Contributions to the CVI after Weighting Inputs 2008**



Source: WESTAF

**Table# 24**  
**Southeast, ESA, Vs. Utah, 2009**

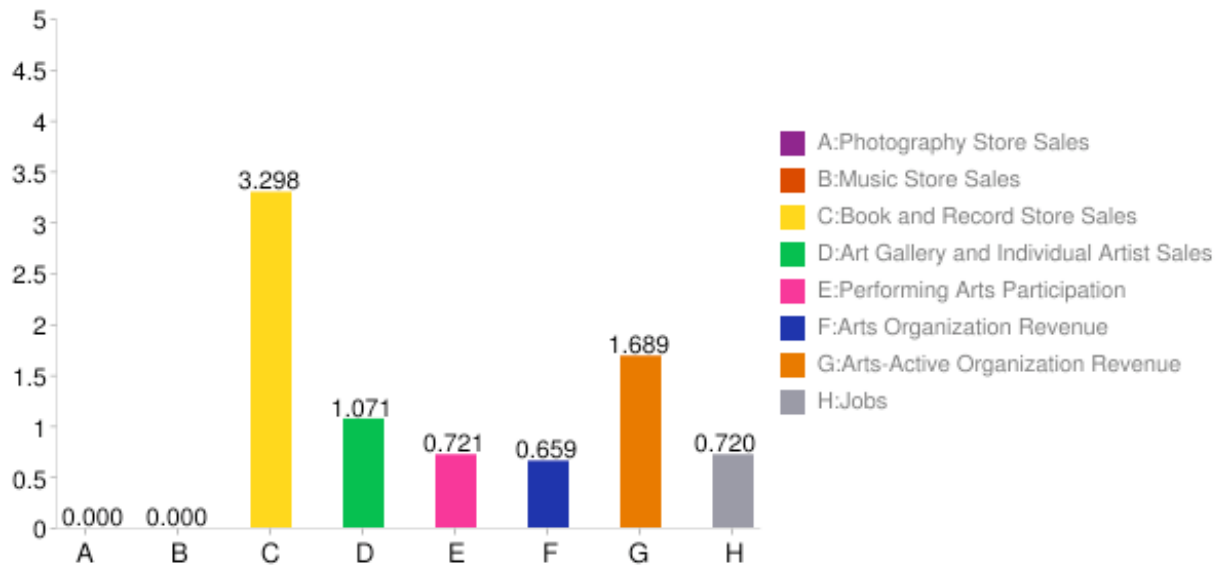
Region A: Grand, San Juan

Region B: Utah

Description	Region A	Region B	Categorical Index
<b>Year - 2009</b>			
Population	24,709	2,784,572	
<b>Industry Data</b>			
Photography Store Sales	\$0	\$7,844,000	0.000
Music Store Sales	\$0	\$33,001,000	0.000
Book and Record Store Sales	\$2,076,000	\$70,943,000	3.298
Art Gallery and Individual Artist Sales	\$1,520,000	\$159,905,000	1.071
Performing Arts Participation	\$593,000	\$92,721,000	0.721
<b>Non Profit Data</b>			
Arts Organization Revenue	\$564,041	\$96,527,227	0.659
Arts-Active Organization Revenue	\$639,737	\$42,688,737	1.689
<b>Occupation Data</b>			
Total Jobs	263	41,149	0.720
<b>Total CVI : 0.931</b>			

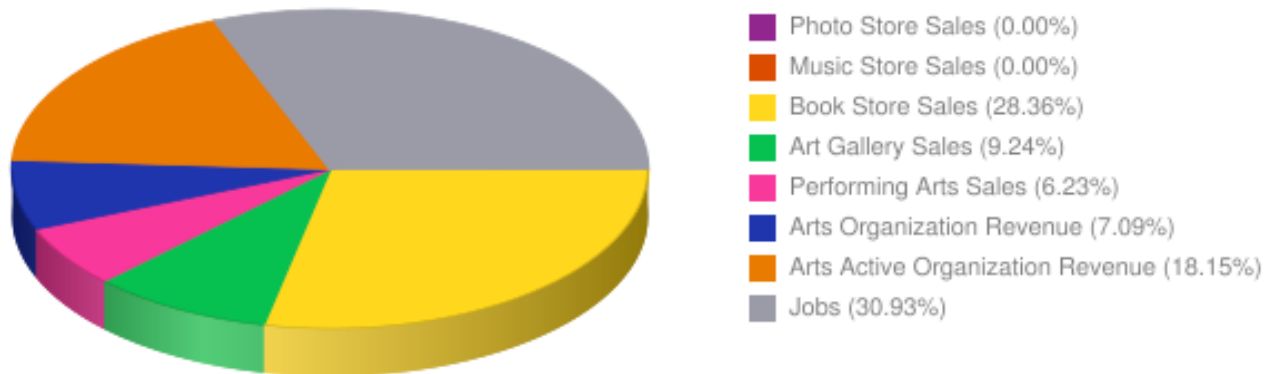
Source: WESTAF

**Chart# 44**  
**CVI Values by Category 2009**



Source: WESTAF

**Chart# 45**  
**Contributions to the CVI after Weighting Inputs 2009**



Source: WESTAF

#### **Southwest ESA CVI™ Values and Calculations vs. The United States and Utah, 2008-2009**

CVI™ values for the Southwest ESA in comparison to the United States appear in Tables #25 and #26. The overall CVI™ value increased from 0.58 in 2008 to 0.61 in 2009. Increased photography store sales and book and record store sales resulted in a higher CVI™ value in 2009. This ESA surpassed the nation in two of the eight categories measured by the CVI™.

Data shown in Tables #27 and #28 compared the Bear River North ESA to Utah from 2008 through

2009. The CVI™ value of the ESA when compared to Utah reported a CVI™ value of 0.68 in 2009, and outperformed the state in book and record store sales, and non-profit arts organization revenue

**Table# 25**  
**Southwest, ESA, Vs. The United States, 2008**

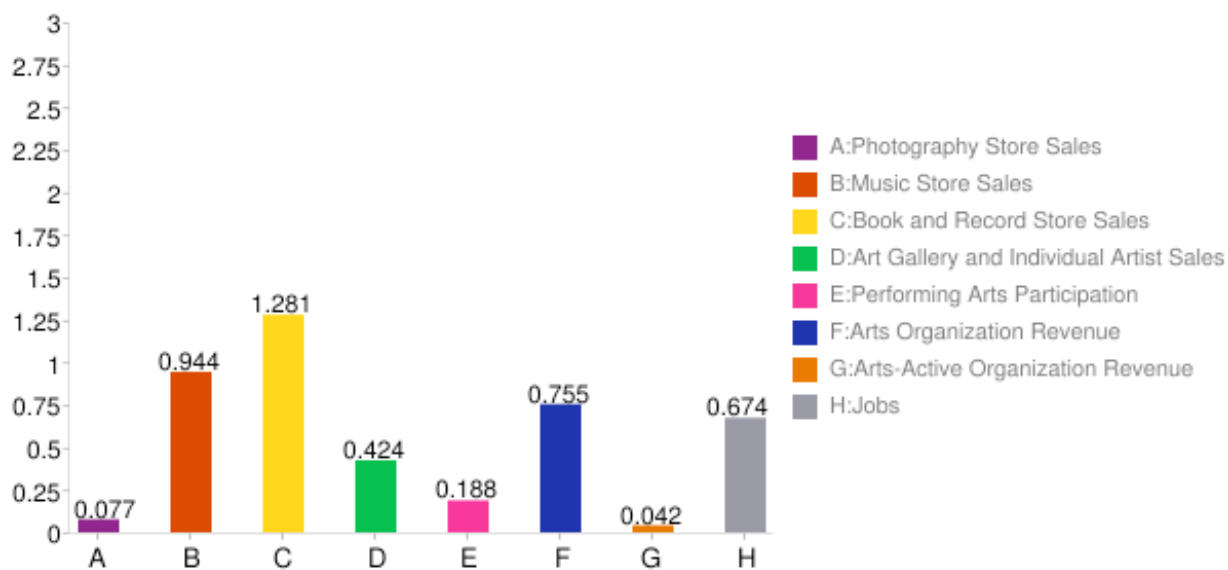
Region A: Beaver, Garfield, Iron, Kane, Washington

Region B: United States

Description	Region A	Region B	Categorical Index
<b>Year - 2008</b>			
Population	199,526	304,059,724	
<b>Industry Data</b>			
Photography Store Sales	\$72,000	\$1,426,736,000	0.077
Music Store Sales	\$1,899,000	\$3,064,022,000	0.944
Book and Record Store Sales	\$7,263,000	\$8,640,277,000	1.281
Art Gallery and Individual Artist Sales	\$9,499,000	\$34,129,019,000	0.424
Performing Arts Participation	\$1,739,000	\$14,086,245,000	0.188
<b>Non Profit Data</b>			
Arts Organization Revenue	\$7,191,404	\$14,520,426,857	0.755
Arts-Active Organization Revenue	\$444,209	\$16,107,694,069	0.042
<b>Occupation Data</b>			
Total Jobs	1,929	4,361,087	0.674
<b>Total CVI : 0.583</b>			

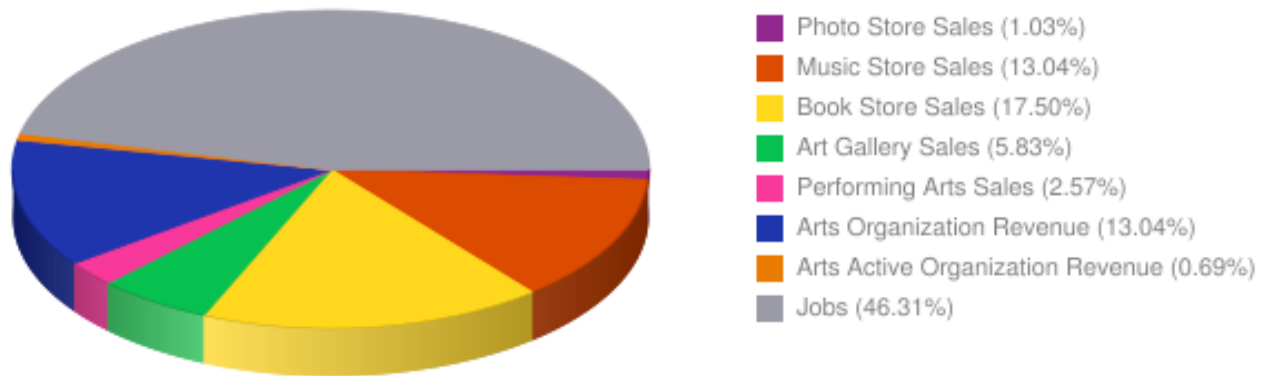
Source: WESTAF

**Chart# 46**  
**CVI Values by Category 2008**



Source: WESTAF

**Chart# 47**  
**Contributions to the CVI after Weighting Inputs 2008**



Source: WESTAF

**Table# 26**  
**Southwest, ESA, Vs. The United States, 2009**

Region A: Beaver, Garfield, Iron, Kane, Washington

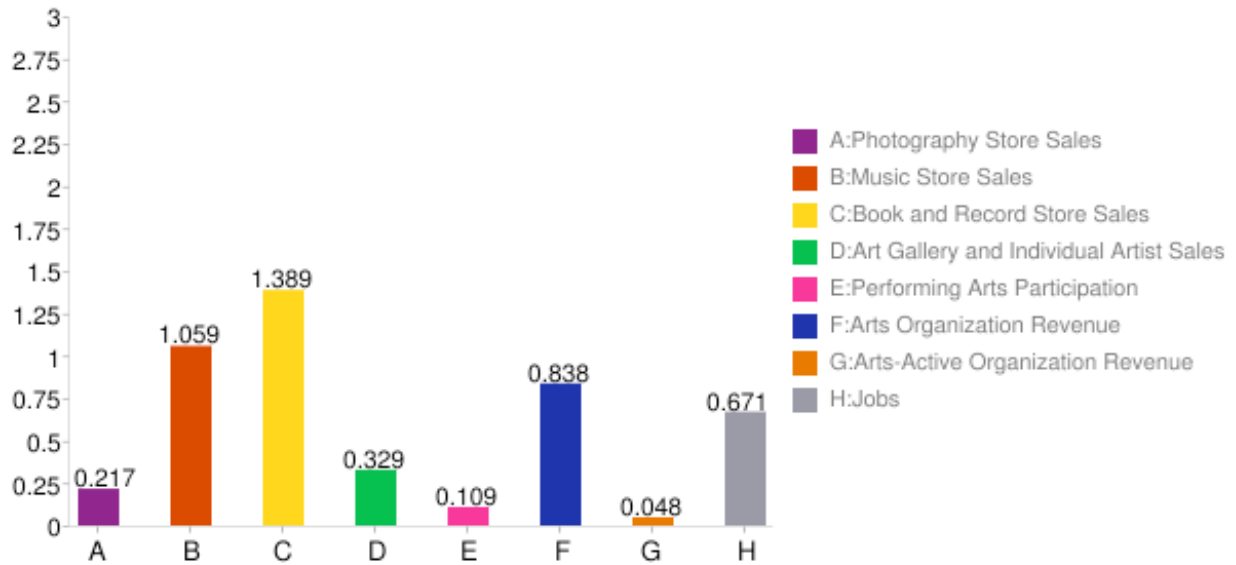
Region B: United States

Description	Region A	Region B	Categorical Index
<b>Year - 2009</b>			
Population	200,246	307,006,550	
<b>Industry Data</b>			
Photography Store Sales	\$163,000	\$1,150,165,000	0.217
Music Store Sales	\$2,014,000	\$2,916,567,000	1.059
Book and Record Store Sales	\$7,390,000	\$8,154,589,000	1.389
Art Gallery and Individual Artist Sales	\$8,208,000	\$38,192,381,000	0.329
Performing Arts Participation	\$1,082,000	\$15,252,498,000	0.109
<b>Non Profit Data</b>			
Arts Organization Revenue	\$8,147,727	\$14,911,005,244	0.838
Arts-Active Organization Revenue	\$508,691	\$16,212,378,473	0.048
<b>Occupation Data</b>			
Total Jobs	1,961	4,483,793	0.671
<b>Total CVI : 0.605</b>			

Source: WESTAF

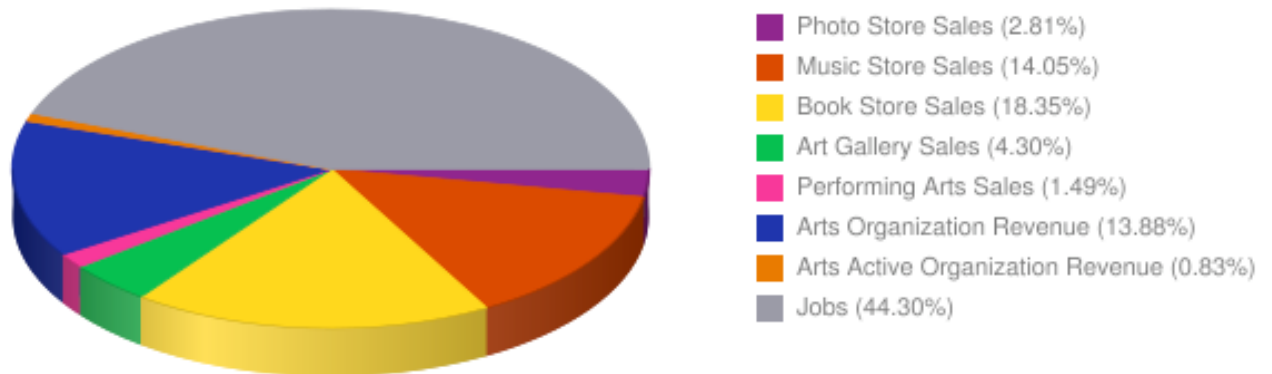


**Chart# 48**  
**CVI Values by Category 2009**



Source: WESTAF

**Chart# 49**  
**Contributions to the CVI after Weighting Inputs 2009**



Source: WESTAF

**Table# 27**  
**Southwest, ESA, Vs. Utah, 2008**

Region A: Beaver, Garfield, Iron, Kane, Washington

Region B: Utah

Description	Region A	Region B	Categorical Index
<b>Year - 2008</b>			
Population	199,526	2,736,424	
<b>Industry Data</b>			
Photography Store Sales	\$72,000	\$11,629,000	0.085
Music Store Sales	\$1,899,000	\$34,675,000	0.751
Book and Record Store Sales	\$7,263,000	\$74,178,000	1.343
Art Gallery and Individual Artist Sales	\$9,499,000	\$155,758,000	0.836
Performing Arts Participation	\$1,739,000	\$71,112,000	0.335
<b>Non Profit Data</b>			
Arts Organization Revenue	\$7,191,404	\$90,826,248	1.086
Arts-Active Organization Revenue	\$444,209	\$49,290,998	0.124
<b>Occupation Data</b>			
Total Jobs	1,929	40,815	0.648
<b>Total CVI : 0.648</b>			

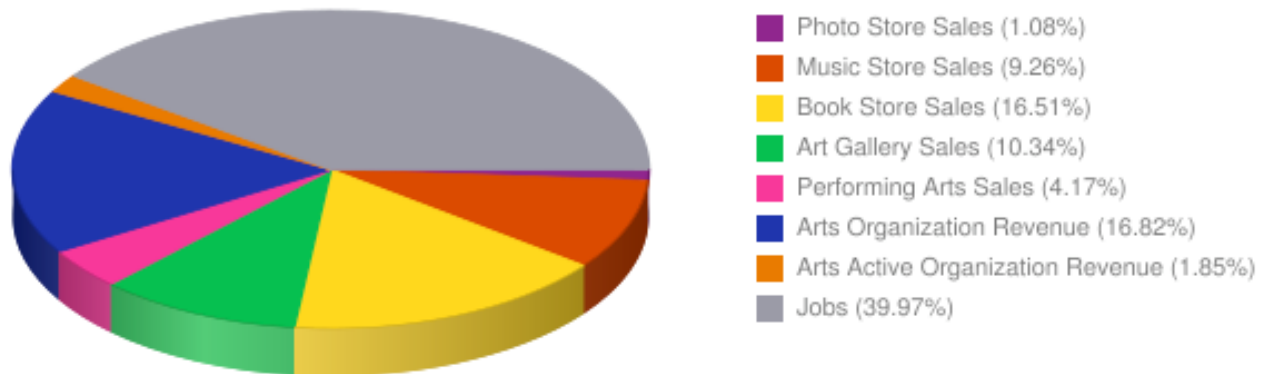
Source: WESTAF

**Chart# 50**  
**CVI Values by Category 2008**



Source: WESTAF

**Chart# 51**  
**Contributions to the CVI after Weighting Inputs 2008**



Source: WESTAF

**Table# 28**  
**Southwest, ESA, Vs. Utah, 2009**

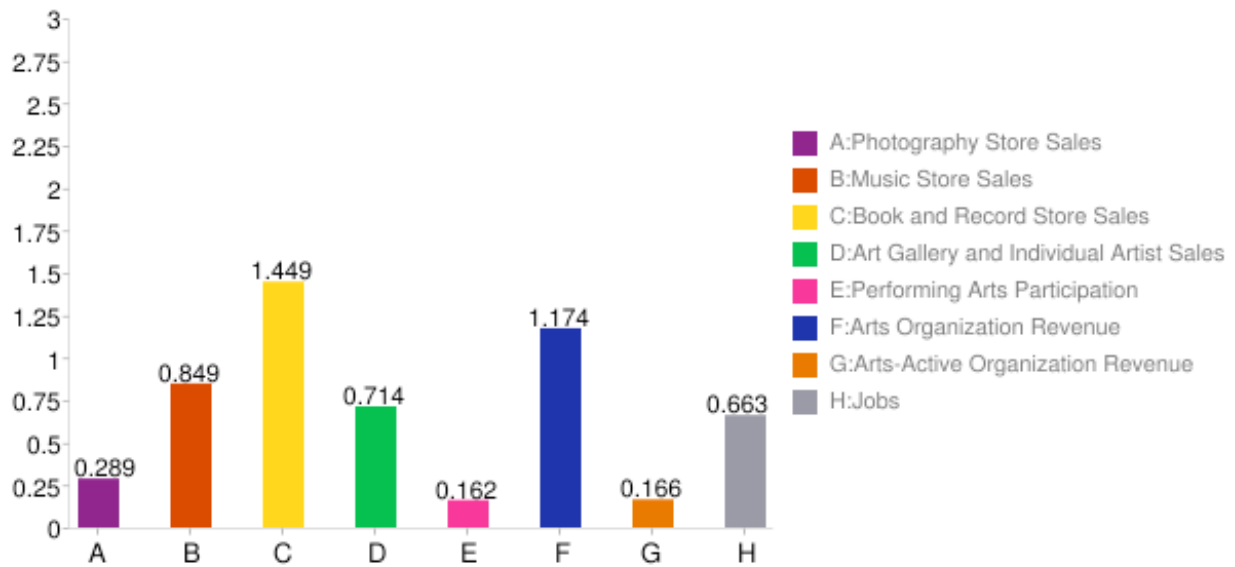
Region A: Beaver, Garfield, Iron, Kane, Washington

Region B: Utah

Description	Region A	Region B	Categorical Index
<b>Year - 2009</b>			
Population	200,246	2,784,572	
<b>Industry Data</b>			
Photography Store Sales	\$163,000	\$7,844,000	0.289
Music Store Sales	\$2,014,000	\$33,001,000	0.849
Book and Record Store Sales	\$7,390,000	\$70,943,000	1.449
Art Gallery and Individual Artist Sales	\$8,208,000	\$159,905,000	0.714
Performing Arts Participation	\$1,082,000	\$92,721,000	0.162
<b>Non Profit Data</b>			
Arts Organization Revenue	\$8,147,727	\$96,527,227	1.174
Arts-Active Organization Revenue	\$508,691	\$42,688,737	0.166
<b>Occupation Data</b>			
Total Jobs	1,961	41,149	0.663
<b>Total CVI : 0.676</b>			

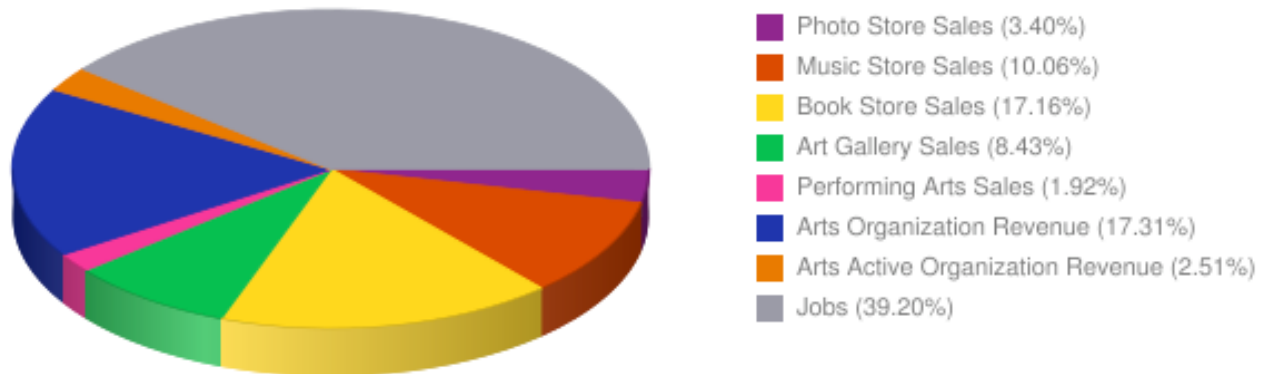
Source: WESTAF

**Chart# 52**  
**CVI Values by Category 2009**



Source: WESTAF

**Chart# 53**  
**Contributions to the CVI after Weighting Inputs 2009**



Source: WESTAF

#### **Uintah ESA CVI™ Values and Calculations vs. The United States and Utah, 2008-2009**

Table #29 and Table #30 offer summarized data for the Uintah ESA versus the nation for the years 2008 and 2009. The ESA reported a CVI™ value of 0.22 in 2009 and book and record store sales had the highest individual CVI™ value at 0.62.

When the Uintah ESA is compared to Utah, the overall CVI™ value was 0.28 in 2009. The most significant decrease in individual CVI™ value occurred in photography store sales. Book and record store sales reported the highest CVI™ value when measured against the state at 0.65.

**Table# 29**  
**Uintah ESA, Vs. The United States, 2008**

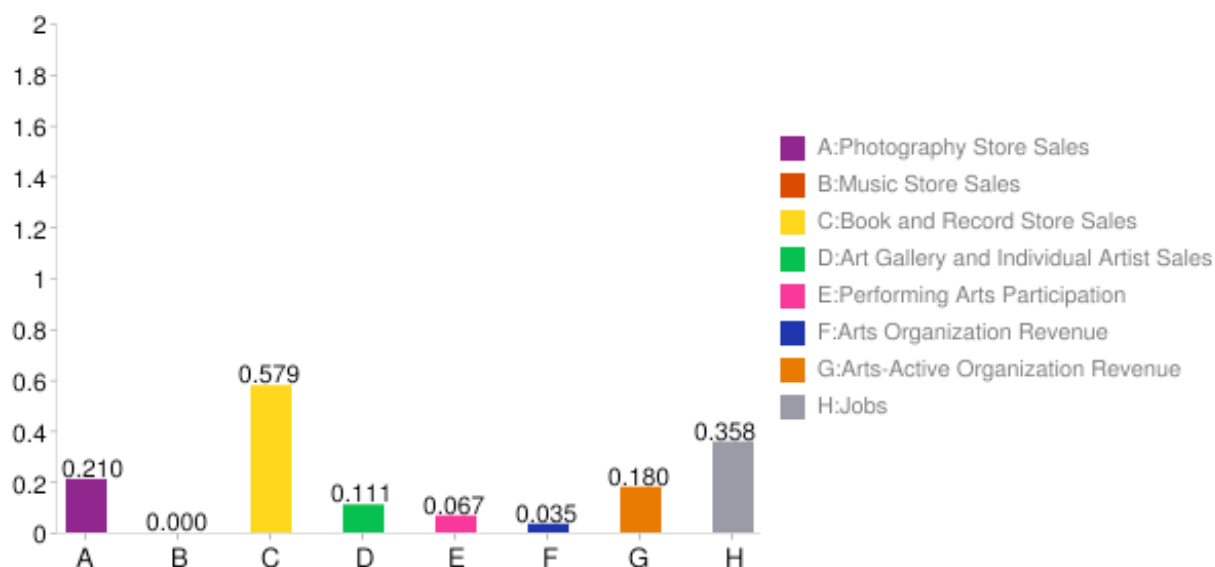
Region A: Daggett, Duchesne, Uintah

Region B: United States

Description	Region A	Region B	Categorical Index
<b>Year - 2008</b>			
Population	47,684	304,059,724	
<b>Industry Data</b>			
Photography Store Sales	\$47,000	\$1,426,736,000	0.210
Music Store Sales	\$0	\$3,064,022,000	0.000
Book and Record Store Sales	\$784,000	\$8,640,277,000	0.579
Art Gallery and Individual Artist Sales	\$592,000	\$34,129,019,000	0.111
Performing Arts Participation	\$149,000	\$14,086,245,000	0.067
<b>Non Profit Data</b>			
Arts Organization Revenue	\$79,946	\$14,520,426,857	0.035
Arts-Active Organization Revenue	\$454,061	\$16,107,694,069	0.180
<b>Occupation Data</b>			
Total Jobs	245	4,361,087	0.358
<b>Total CVI : 0.242</b>			

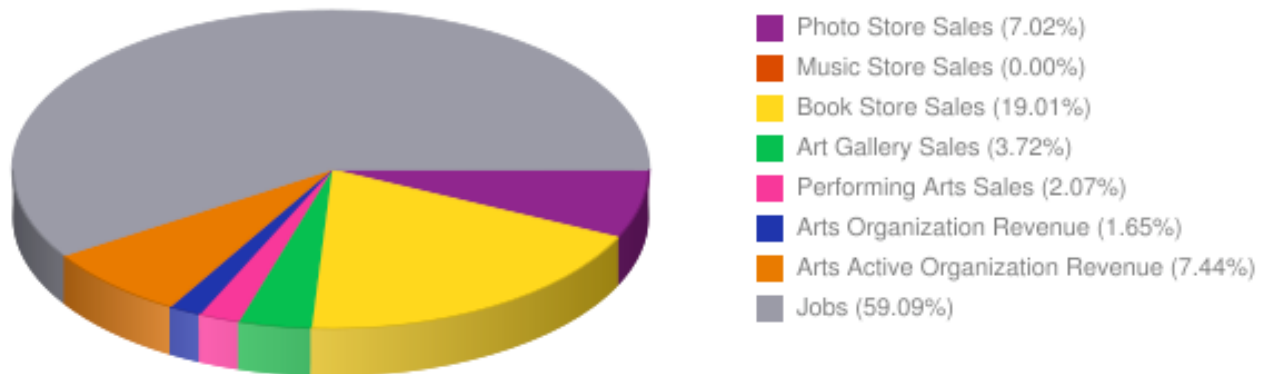
Source: WESTAF

**Chart# 54**  
**CVI Values by Category 2008**



Source: WESTAF

**Chart# 55**  
**Contributions to the CVI after Weighting Inputs 2008**



Source: WESTAF

**Table# 30**  
**Uintah, ESA, Vs. The United States, 2009**

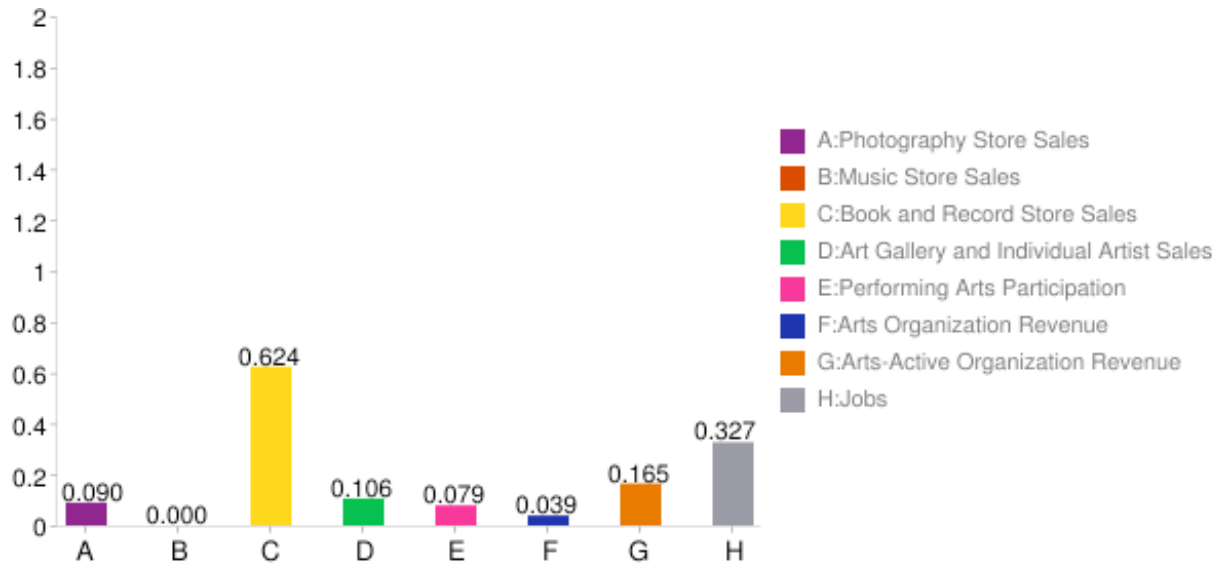
Region A: Daggett, Duchesne, Uintah

Region B: United States

Description	Region A	Region B	Categorical Index
<b>Year - 2009</b>			
Population	50,425	307,006,550	
<b>Industry Data</b>			
Photography Store Sales	\$17,000	\$1,150,165,000	0.090
Music Store Sales	\$0	\$2,916,567,000	0.000
Book and Record Store Sales	\$836,000	\$8,154,589,000	0.624
Art Gallery and Individual Artist Sales	\$668,000	\$38,192,381,000	0.106
Performing Arts Participation	\$199,000	\$15,252,498,000	0.079
<b>Non Profit Data</b>			
Arts Organization Revenue	\$94,591	\$14,911,005,244	0.039
Arts-Active Organization Revenue	\$439,562	\$16,212,378,473	0.165
<b>Occupation Data</b>			
Total Jobs	241	4,483,793	0.327
<b>Total CVI : 0.223</b>			

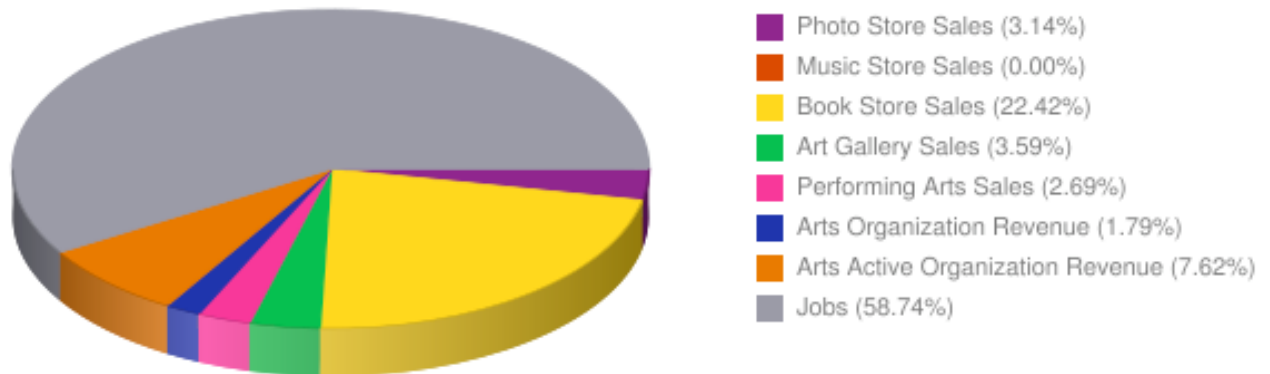
Source: WESTAF

**Chart# 56**  
**CVI Values by Category 2009**



Source: WESTAF

**Chart# 57**  
**Contributions to the CVI after Weighting Inputs 2009**



Source: WESTAF

**Table# 31**  
**Uintah, ESA, Vs. Utah, 2008**

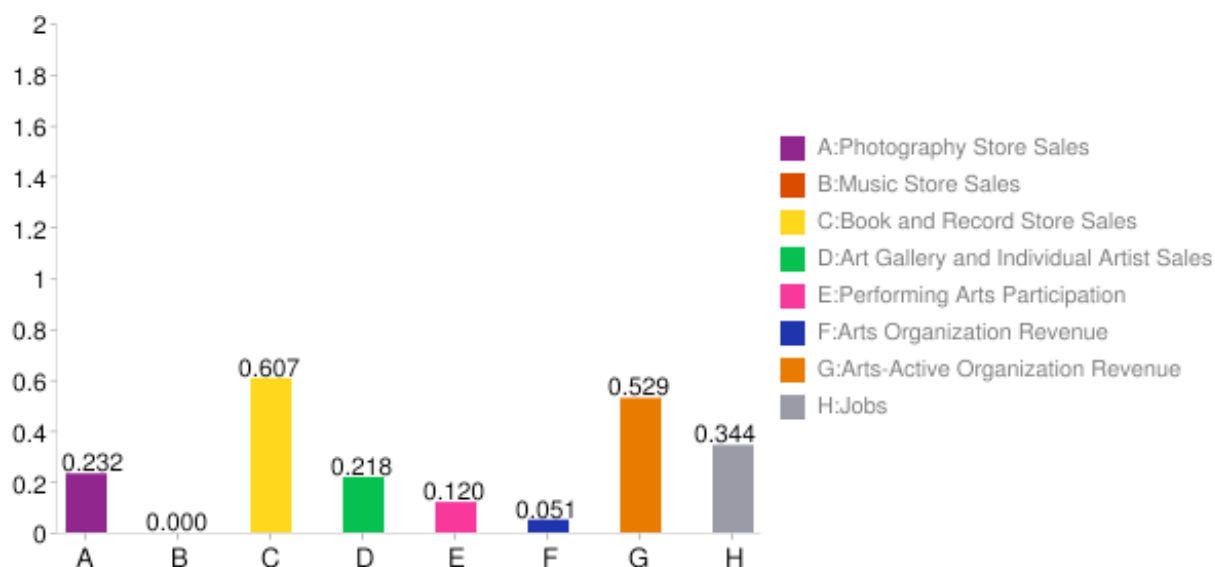
Region A: Daggett, Duchesne, Uintah

Region B: Utah

Description	Region A	Region B	Categorical Index
<b>Year - 2008</b>			
Population	47,684	2,736,424	
<b>Industry Data</b>			
Photography Store Sales	\$47,000	\$11,629,000	0.232
Music Store Sales	\$0	\$34,675,000	0.000
Book and Record Store Sales	\$784,000	\$74,178,000	0.607
Art Gallery and Individual Artist Sales	\$592,000	\$155,758,000	0.218
Performing Arts Participation	\$149,000	\$71,112,000	0.120
<b>Non Profit Data</b>			
Arts Organization Revenue	\$79,946	\$90,826,248	0.051
Arts-Active Organization Revenue	\$454,061	\$49,290,998	0.529
<b>Occupation Data</b>			
Total Jobs	245	40,815	0.344
<b>Total CVI : 0.291</b>			

Source: WESTAF

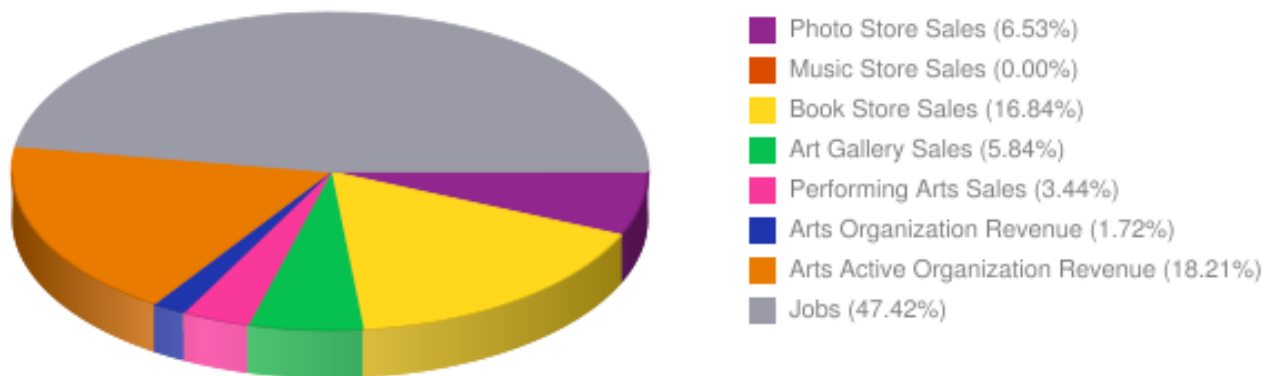
**Chart# 58**  
**CVI Values by Category 2008**



Source: WESTAF



**Chart# 59**  
**Contributions to the CVI after Weighting Inputs 2008**



Source: WESTAF

**Table# 32**  
**Uintah, ESA, Vs. Utah, 2009**

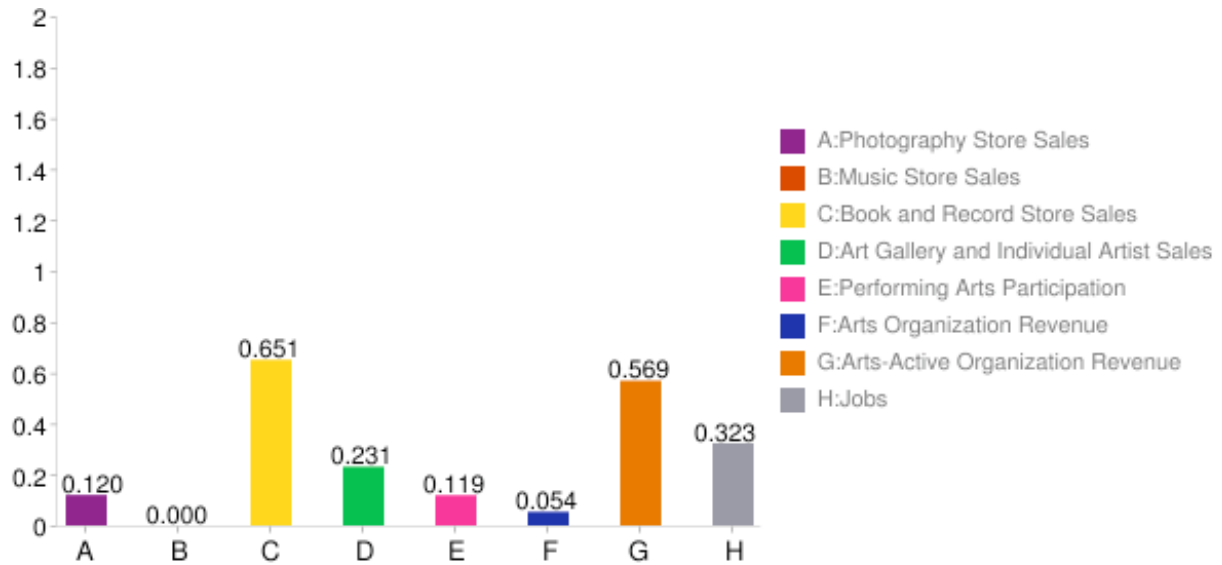
Region A: Daggett, Duchesne, Uintah

Region B: Utah

Description	Region A	Region B	Categorical Index
<b>Year - 2009</b>			
Population	50,425	2,784,572	
<b>Industry Data</b>			
Photography Store Sales	\$17,000	\$7,844,000	0.120
Music Store Sales	\$0	\$33,001,000	0.000
Book and Record Store Sales	\$836,000	\$70,943,000	0.651
Art Gallery and Individual Artist Sales	\$668,000	\$159,905,000	0.231
Performing Arts Participation	\$199,000	\$92,721,000	0.119
<b>Non Profit Data</b>			
Arts Organization Revenue	\$94,591	\$96,527,227	0.054
Arts-Active Organization Revenue	\$439,562	\$42,688,737	0.569
<b>Occupation Data</b>			
Total Jobs	241	41,149	0.323
<b>Total CVI : 0.281</b>			

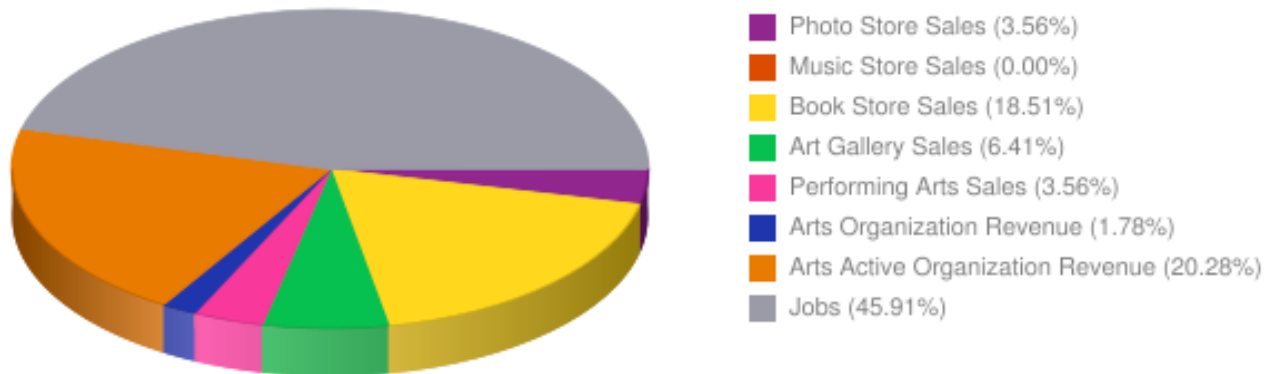
Source: WESTAF

**Chart# 60**  
**CVI Values by Category 2009**



Source: WESTAF

**Chart# 61**  
**Contributions to the CVI after Weighting Inputs 2009**



Source: WESTAF

### **Wasatch North ESA CVI™ Values and Calculations vs. The United States and Utah, 2008-2009**

The ESA received an overall CVI™ value of 0.55 when compared to the nation in 2009. The CVI™ value for book and record store sales decreased from 1.15 in 2008 to 0.91 in 2009. Photography store sales had the highest individual CVI™ value of 0.97 in 2009.

Summarized data for the Wasatch North ESA when measured against Utah appears in Table #35 and Table #36. The ESA had an overall CVI™ value of 0.63 in 2009. Photography store sales surpassed those of the state with a CVI™ value of 0.96 in 2009.

**Table# 33**  
**Wasatch North, ESA, Vs. The United States, 2008**

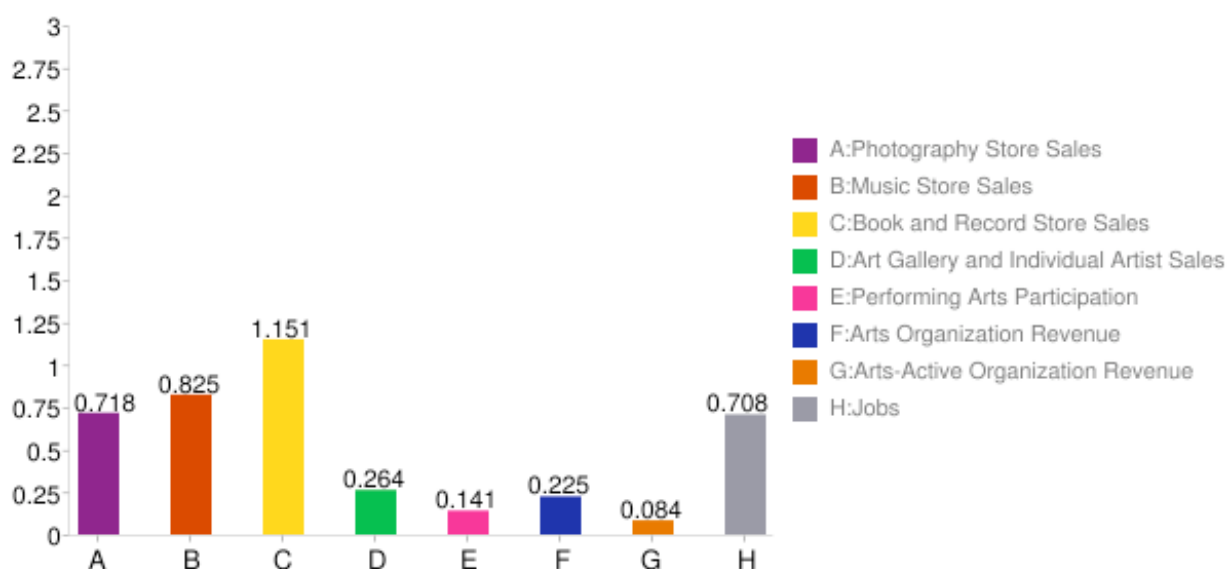
Region A: Davis, Morgan, Weber

Region B: United States

Description	Region A	Region B	Categorical Index
<b>Year - 2008</b>			
Population	531,488	304,059,724	
<b>Industry Data</b>			
Photography Store Sales	\$1,790,000	\$1,426,736,000	0.718
Music Store Sales	\$4,420,000	\$3,064,022,000	0.825
Book and Record Store Sales	\$17,378,000	\$8,640,277,000	1.151
Art Gallery and Individual Artist Sales	\$15,730,000	\$34,129,019,000	0.264
Performing Arts Participation	\$3,481,000	\$14,086,245,000	0.141
<b>Non Profit Data</b>			
Arts Organization Revenue	\$5,705,724	\$14,520,426,857	0.225
Arts-Active Organization Revenue	\$2,376,933	\$16,107,694,069	0.084
<b>Occupation Data</b>			
Total Jobs	5,394	4,361,087	0.708
<b>Total CVI : 0.561</b>			

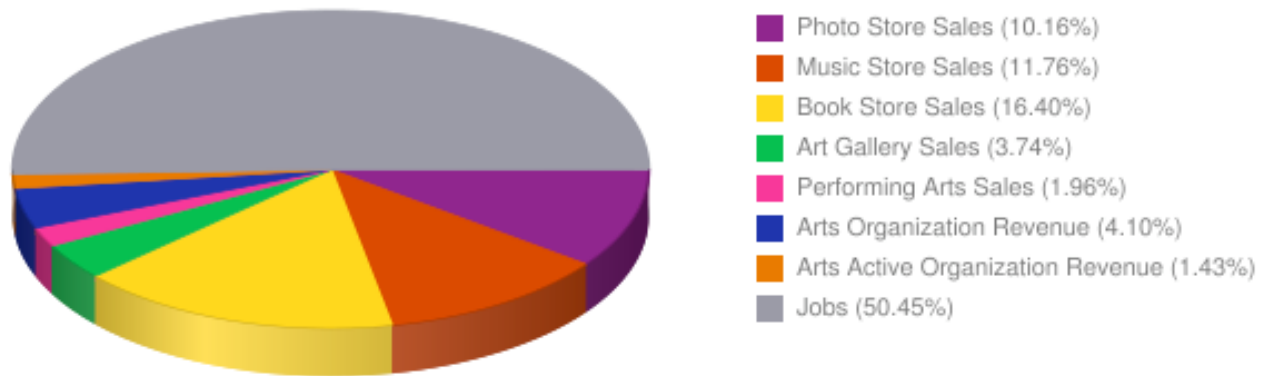
Source: WESTAF

**Chart# 62**  
**CVI Values by Category 2008**



Source: WESTAF

**Chart# 63**  
**Contributions to the CVI after Weighting Inputs 2008**



Source: WESTAF

**Table# 34**  
**Wasatch North, ESA, Vs. The United States, 2009**

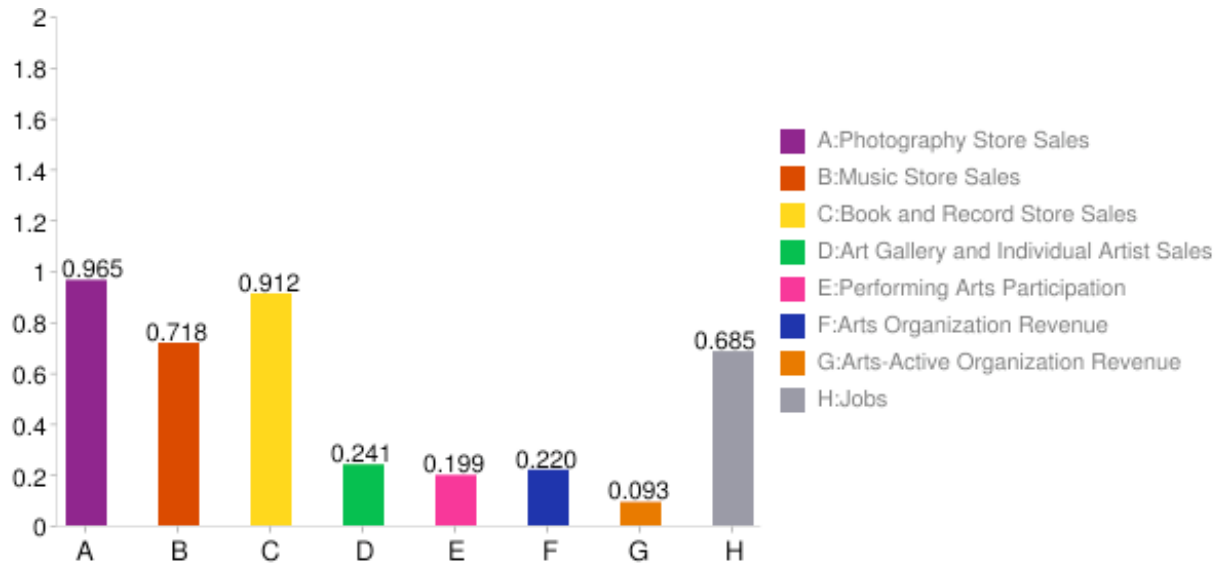
Region A: Davis, Morgan, Weber

Region B: United States

Description	Region A	Region B	Categorical Index
<b>Year - 2009</b>			
Population	541,569	307,006,550	
<b>Industry Data</b>			
Photography Store Sales	\$1,957,000	\$1,150,165,000	0.965
Music Store Sales	\$3,695,000	\$2,916,567,000	0.718
Book and Record Store Sales	\$13,113,000	\$8,154,589,000	0.912
Art Gallery and Individual Artist Sales	\$16,249,000	\$38,192,381,000	0.241
Performing Arts Participation	\$5,350,000	\$15,252,498,000	0.199
<b>Non Profit Data</b>			
Arts Organization Revenue	\$5,785,320	\$14,911,005,244	0.220
Arts-Active Organization Revenue	\$2,670,405	\$16,212,378,473	0.093
<b>Occupation Data</b>			
Total Jobs	5,416	4,483,793	0.685
<b>Total CVI : 0.547</b>			

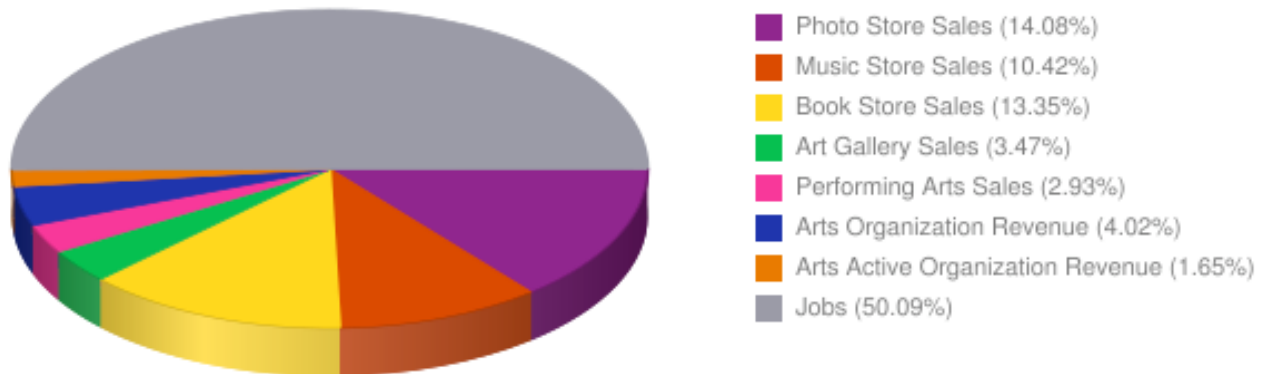
Source: WESTAF

**Chart# 64**  
**CVI Values by Category 2009**



Source: WESTAF

**Chart# 65**  
**Contributions to the CVI after Weighting Inputs 2009**



Source: WESTAF

**Table# 35**  
**Wasatch North, ESA, Vs. Utah, 2008**

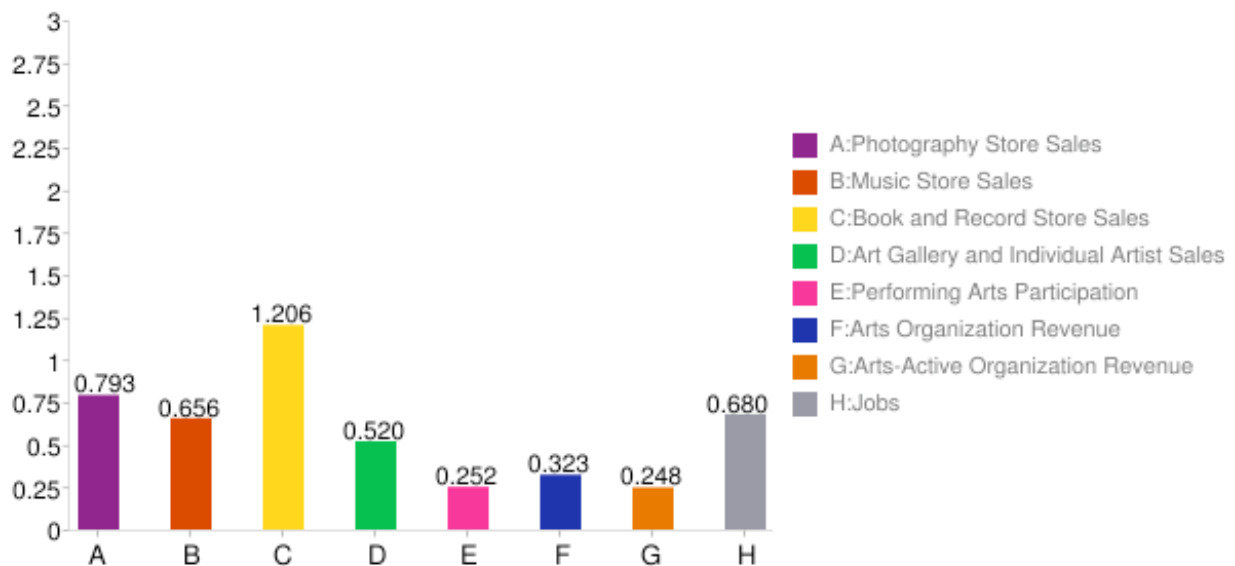
Region A: Davis, Morgan, Weber

Region B: Utah

Description	Region A	Region B	Categorical Index
<b>Year - 2008</b>			
Population	531,488	2,736,424	
<b>Industry Data</b>			
Photography Store Sales	\$1,790,000	\$11,629,000	0.793
Music Store Sales	\$4,420,000	\$34,675,000	0.656
Book and Record Store Sales	\$17,378,000	\$74,178,000	1.206
Art Gallery and Individual Artist Sales	\$15,730,000	\$155,758,000	0.520
Performing Arts Participation	\$3,481,000	\$71,112,000	0.252
<b>Non Profit Data</b>			
Arts Organization Revenue	\$5,705,724	\$90,826,248	0.323
Arts-Active Organization Revenue	\$2,376,933	\$49,290,998	0.248
<b>Occupation Data</b>			
Total Jobs	5,394	40,815	0.680
<b>Total CVI : 0.602</b>			

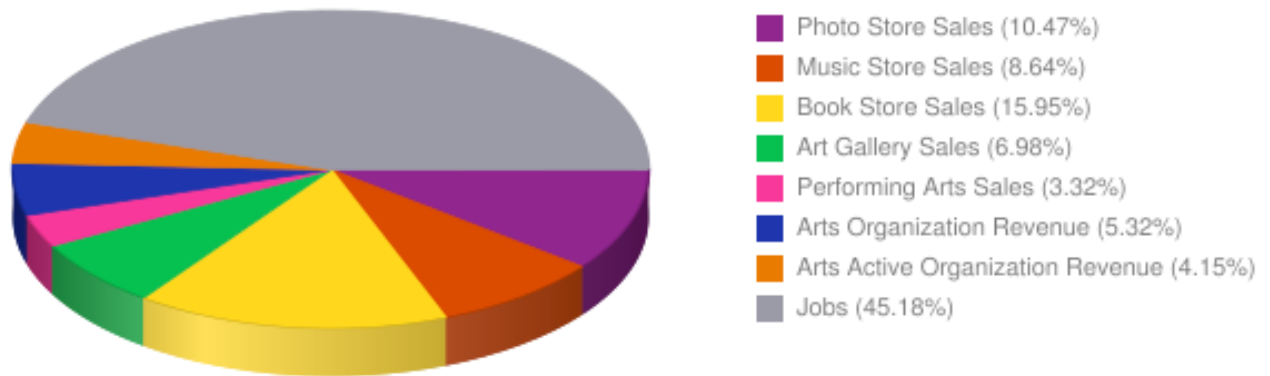
Source: WESTAF

**Chart# 66**  
**CVI Values by Category 2008**



Source: WESTAF

**Chart# 67**  
**Contributions to the CVI after Weighting Inputs 2008**



Source: WESTAF

**Table# 36**  
**Wasatch North, ESA, Vs. Utah, 2009**

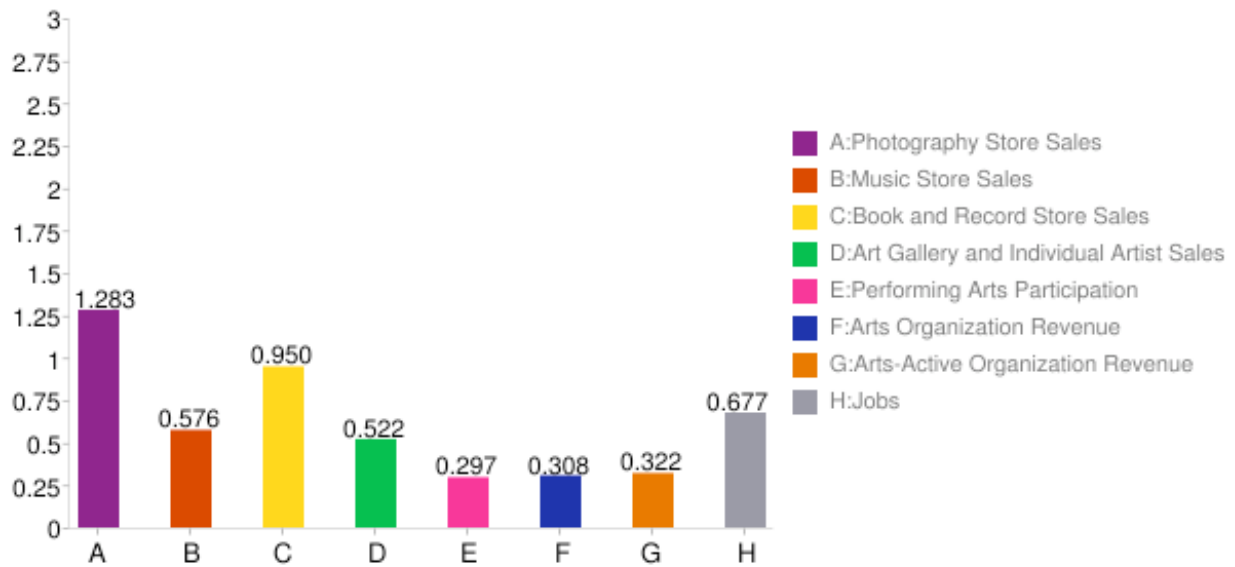
Region A: Davis, Morgan, Weber

Region B: Utah

Description	Region A	Region B	Categorical Index
<b>Year - 2009</b>			
Population	541,569	2,784,572	
<b>Industry Data</b>			
Photography Store Sales	\$1,957,000	\$7,844,000	1.283
Music Store Sales	\$3,695,000	\$33,001,000	0.576
Book and Record Store Sales	\$13,113,000	\$70,943,000	0.950
Art Gallery and Individual Artist Sales	\$16,249,000	\$159,905,000	0.522
Performing Arts Participation	\$5,350,000	\$92,721,000	0.297
<b>Non Profit Data</b>			
Arts Organization Revenue	\$5,785,320	\$96,527,227	0.308
Arts-Active Organization Revenue	\$2,670,405	\$42,688,737	0.322
<b>Occupation Data</b>			
Total Jobs	5,416	41,149	0.677
<b>Total CVI : 0.625</b>			

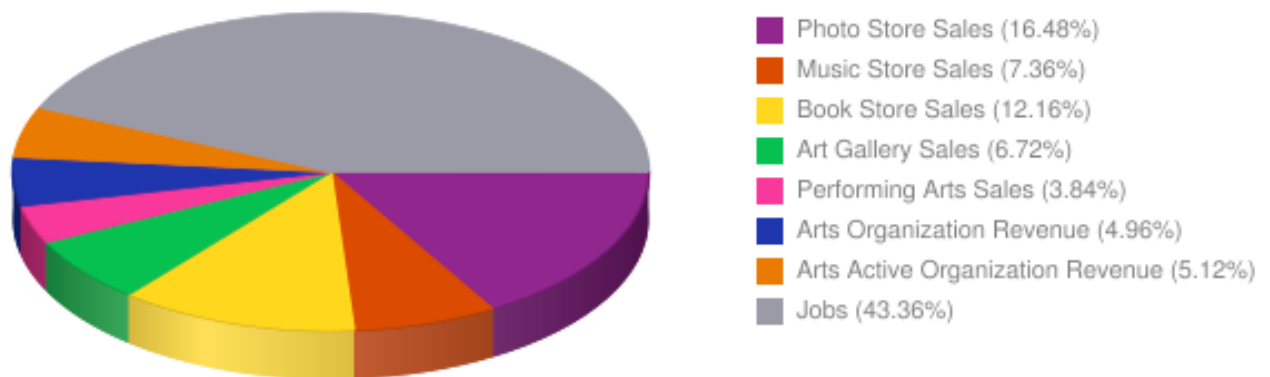
Source: WESTAF

**Chart# 68**  
**CVI Values by Category 2009**



Source: WESTAF

**Chart# 69**  
**Contributions to the CVI after Weighting Inputs 2009**



Source: WESTAF

#### **Wasatch South ESA CVI™ Values and Calculations vs. The United States and Utah, 2008-2009**

Tables #37 and #38 provide summarized data for the Wasatch South ESA for the years 2008 and 2009. The overall CVI™ value of the ESA declined from 1.17 in 2008 to 1.11 in 2009. The decline in the individual CVI™ value for photography store sales contributed to the lower overall CVI™ value in 2009.

The Wasatch North ESA surpassed Utah in seven of the eight categories the CVI™ measured in 2009. In 2009 the ESA reported a CVI™ value of 1.34 and performing arts participation received the highest individual CVI™ value at 1.83.



**Table# 37**  
**Wasatch South, ESA, Vs. The United States, 2008**

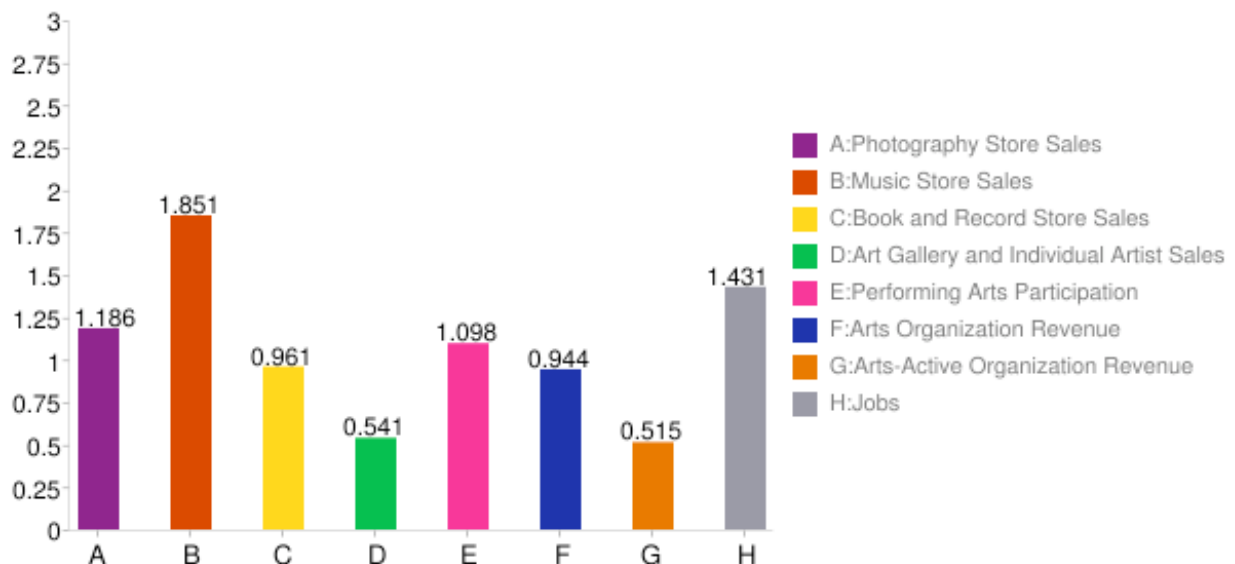
Region A: Salt Lake, Tooele

Region B: United States

Description	Region A	Region B	Categorical Index
<b>Year - 2008</b>			
Population	1,079,592	304,059,724	
<b>Industry Data</b>			
Photography Store Sales	\$6,008,000	\$1,426,736,000	1.186
Music Store Sales	\$20,135,000	\$3,064,022,000	1.851
Book and Record Store Sales	\$29,480,000	\$8,640,277,000	0.961
Art Gallery and Individual Artist Sales	\$65,507,000	\$34,129,019,000	0.541
Performing Arts Participation	\$54,913,000	\$14,086,245,000	1.098
<b>Non Profit Data</b>			
Arts Organization Revenue	\$48,667,556	\$14,520,426,857	0.944
Arts-Active Organization Revenue	\$29,435,496	\$16,107,694,069	0.515
<b>Occupation Data</b>			
Total Jobs	22,156	4,361,087	1.431
<b>Total CVI : 1.169</b>			

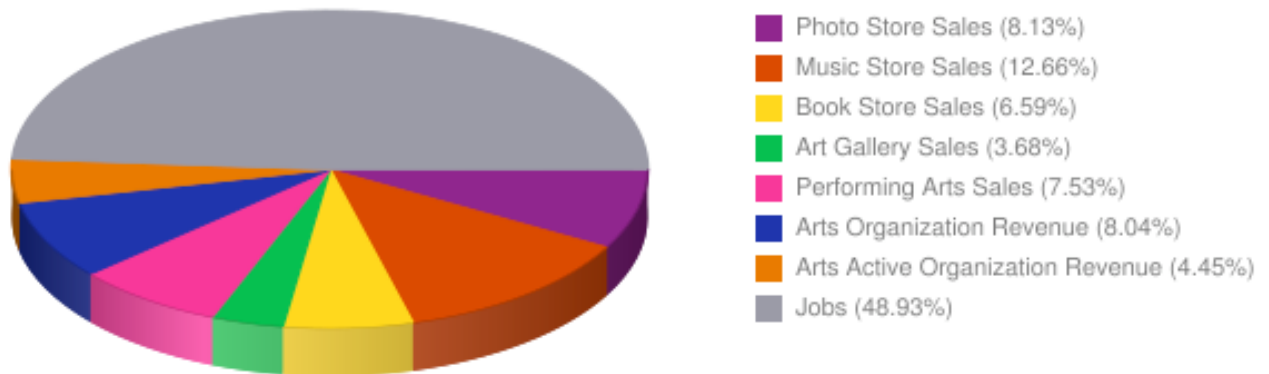
Source: WESTAF

**Chart# 70**  
**CVI Values by Category 2008**



Source: WESTAF

**Chart# 71**  
**Contributions to the CVI after Weighting Inputs 2008**



Source: WESTAF

**Table# 38**  
**Wasatch South, ESA, Vs. The United States, 2009**

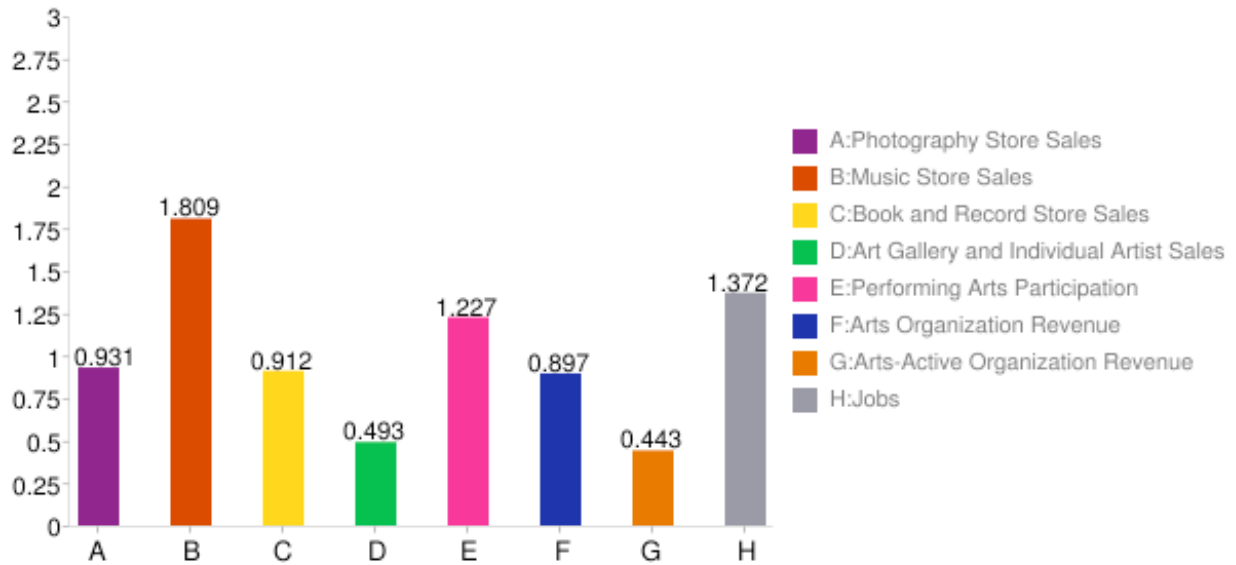
Region A: Salt Lake, Tooele

Region B: United States

Description	Region A	Region B	Categorical Index
<b>Year - 2009</b>			
Population	1,093,324	307,006,550	
<b>Industry Data</b>			
Photography Store Sales	\$3,815,000	\$1,150,165,000	0.931
Music Store Sales	\$18,793,000	\$2,916,567,000	1.809
Book and Record Store Sales	\$26,496,000	\$8,154,589,000	0.912
Art Gallery and Individual Artist Sales	\$67,033,000	\$38,192,381,000	0.493
Performing Arts Participation	\$66,635,000	\$15,252,498,000	1.227
<b>Non Profit Data</b>			
Arts Organization Revenue	\$47,628,765	\$14,911,005,244	0.897
Arts-Active Organization Revenue	\$25,557,337	\$16,212,378,473	0.443
<b>Occupation Data</b>			
Total Jobs	21,900	4,483,793	1.372
<b>Total CVI : 1.112</b>			

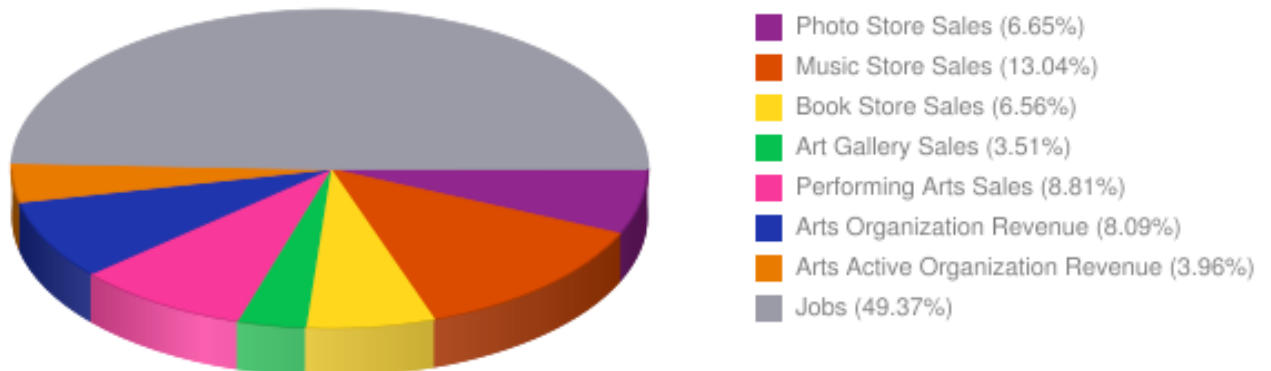
Source: WESTAF

**Chart# 72**  
**CVI Values by Category 2009**



Source: WESTAF

**Chart# 73**  
**Contributions to the CVI after Weighting Inputs 2009**



Source: WESTAF

**Table# 39**  
**Wasatch South, ESA, Vs. Utah, 2008**

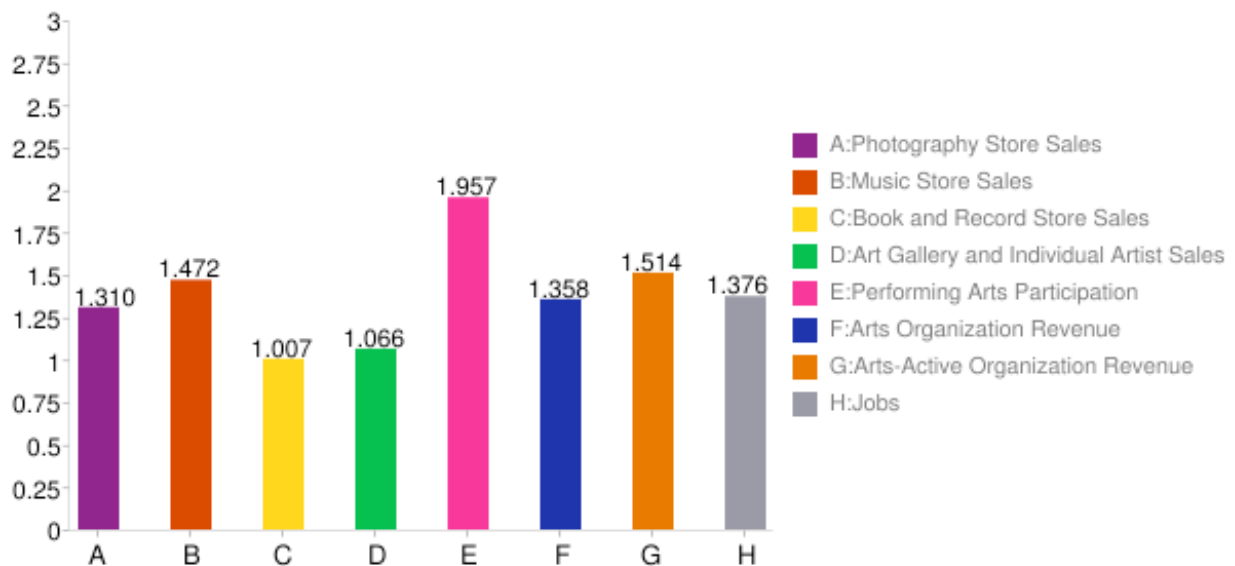
Region A: Salt Lake, Tooele

Region B: Utah

Description	Region A	Region B	Categorical Index
<b>Year - 2008</b>			
Population	1,079,592	2,736,424	
<b>Industry Data</b>			
Photography Store Sales	\$6,008,000	\$11,629,000	1.310
Music Store Sales	\$20,135,000	\$34,675,000	1.472
Book and Record Store Sales	\$29,480,000	\$74,178,000	1.007
Art Gallery and Individual Artist Sales	\$65,507,000	\$155,758,000	1.066
Performing Arts Participation	\$54,913,000	\$71,112,000	1.957
<b>Non Profit Data</b>			
Arts Organization Revenue	\$48,667,556	\$90,826,248	1.358
Arts-Active Organization Revenue	\$29,435,496	\$49,290,998	1.514
<b>Occupation Data</b>			
Total Jobs	22,156	40,815	1.376
<b>Total CVI : 1.383</b>			

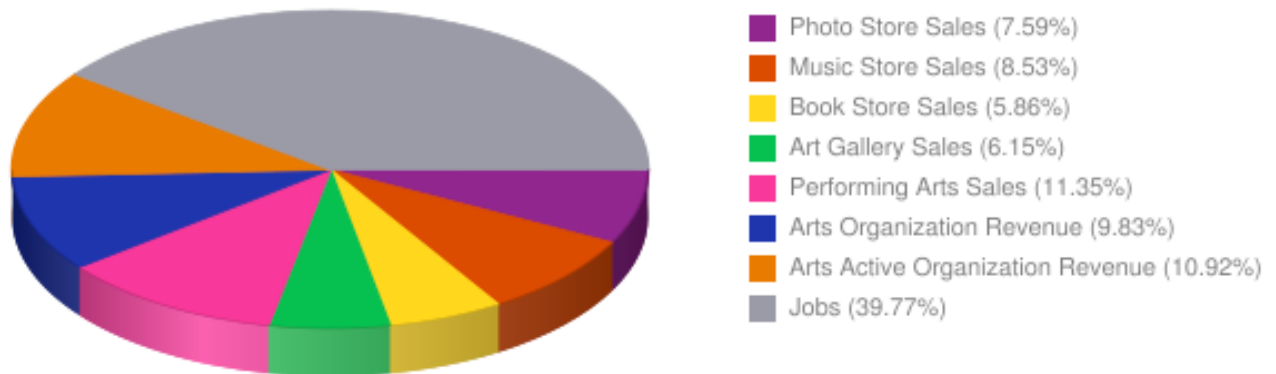
Source: WESTAF

**Chart# 74**  
**CVI Values by Category 2008**



Source: WESTAF

**Chart# 75**  
**Contributions to the CVI after Weighting Inputs 2008**



Source: WESTAF

**Table# 40**  
**Wasatch South, ESA, Vs. Utah, 2009**

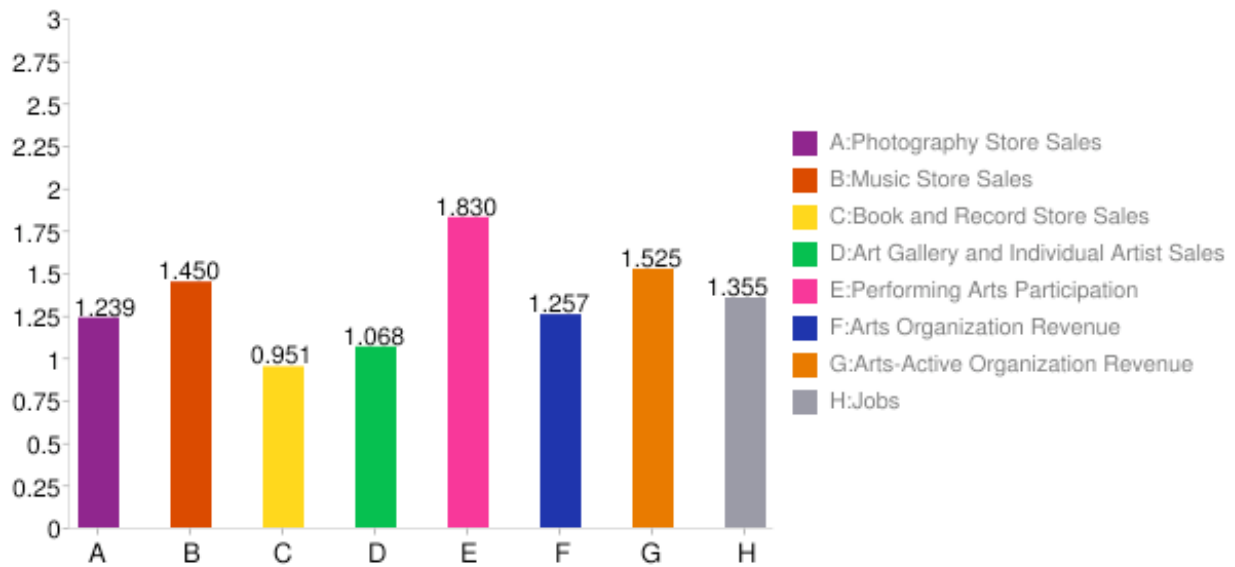
Region A: Salt Lake, Tooele

Region B: Utah

Description	Region A	Region B	Categorical Index
<b>Year - 2009</b>			
Population	1,093,324	2,784,572	
<b>Industry Data</b>			
Photography Store Sales	\$3,815,000	\$7,844,000	1.239
Music Store Sales	\$18,793,000	\$33,001,000	1.450
Book and Record Store Sales	\$26,496,000	\$70,943,000	0.951
Art Gallery and Individual Artist Sales	\$67,033,000	\$159,905,000	1.068
Performing Arts Participation	\$66,635,000	\$92,721,000	1.830
<b>Non Profit Data</b>			
Arts Organization Revenue	\$47,628,765	\$96,527,227	1.257
Arts-Active Organization Revenue	\$25,557,337	\$42,688,737	1.525
<b>Occupation Data</b>			
Total Jobs	21,900	41,149	1.355
<b>Total CVI : 1.343</b>			

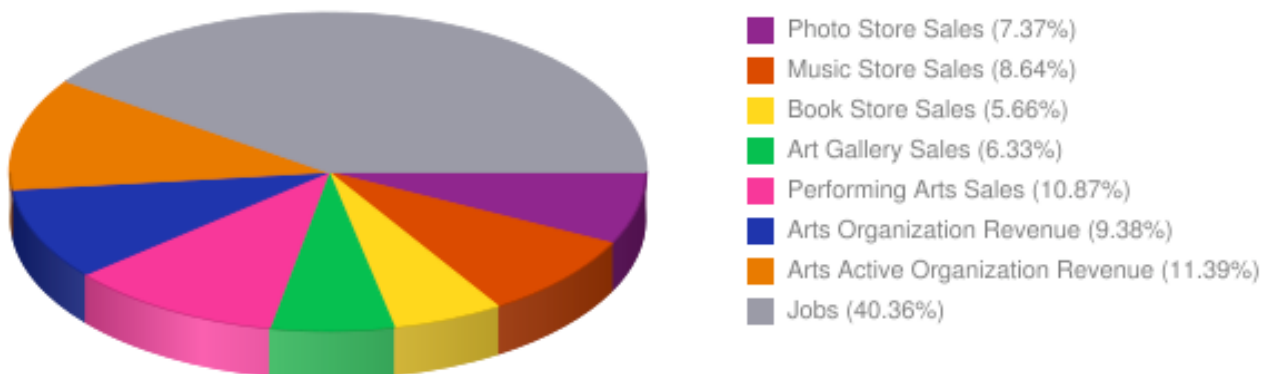
Source: WESTAF

**Chart# 76**  
**CVI Values by Category 2009**



Source: WESTAF

**Chart# 77**  
**Contributions to the CVI after Weighting Inputs 2009**



Source: WESTAF

## Occupational Index

The Occupational Index of the Arts measures the level of creative occupations per capita in a given geographic area compared with national per capita occupational employment. The CVI™ measures 36 selected occupational categories that are highly correlated with measured skill sets in thinking creatively, originality and fine arts knowledge as measured by the Employment and Training Administration's "O\*NET" occupational network database. Given this meticulous selection of occupations, the CVI™ presents an extremely justifiable report on creative economy employment.

Table #41 shows the overall creative employment figures for Utah and the nine ESAs from 2007 through 2009. During this time period, Utah gained approximately 353 full-time and part-time jobs within the highly creative 36 employment categories included within the CVI™. This is a job growth rate of 0.97% over these three years. In 2009, Utah reported 41,149 creative jobs and an occupational index value of 1.01.

Location quotients (LQs) are essentially the "index values" for each individual occupation, measuring whether or not there is a per capita concentration of an occupation within the study area. The national standard LQ is 1.00. The strengths and weaknesses of occupational employment categories as measured by an LQ can provide important information about industry prevalence within a region's creative sector.

It is important to note that in low population areas, there can be large percentage shifts for certain occupations that might not translate into significant changes. Also, certain occupations which have large numbers of part-time participants may have numbers that seem excessive in relation to the population. For example, the employment category for photographers may show very high employment levels, but it is mainly comprised of freelance and part-time practitioners. In these instances, it is beneficial to focus on the LQ of the occupation, rather than the number of jobs or the percentage change.

**Table# 41**  
**Occupational Index, by ESA, 2007-2009 (Summary)**

Region	2007 Jobs	2008 Jobs	2009 Jobs	#Change	%Change	2007 Index	2008 Index	2009 Index
UT-Bear River North, ESA	1,614	1,755	1,779	165	10.22%	0.71	0.75	0.73
UT-Castle Country, ESA	231	223	241	10	4.33%	0.53	0.52	0.54
UT-Central Utah, ESA	426	422	445	19	4.46%	0.49	0.48	0.49
UT-Mountainland, ESA	8,576	8,472	8,903	327	3.81%	1.08	0.99	0.99
UT-Southeast, ESA	220	219	263	43	19.55%	0.65	0.62	0.73
UT-Southwest, ESA	1,934	1,929	1,961	27	1.40%	0.69	0.67	0.67
UT-Uintah, ESA	276	245	241	-35	-12.68%	0.42	0.36	0.33
UT-Wasatch North, ESA	5,226	5,394	5,416	190	3.64%	0.70	0.71	0.69
UT-Wasatch South, ESA	22,293	22,156	21,900	-393	-1.76%	1.46	1.43	1.37
<b>Totals</b>	<b>40,796</b>	<b>40,815</b>	<b>41,149</b>	<b>353</b>	<b>0.87%</b>	<b>1.07</b>	<b>1.04</b>	<b>1.01</b>

Source: Economic Modeling Specialists, Inc. Complete Employment

### **Bear River North ESA Occupational Information**

The Bear River North ESA received an occupational index of 0.73, and reported 1,779 creative jobs in 2009. From 2007 to 2009, job growth occurred at a rate of 10.22%, which resulted in 165 new jobs. Radio and television announcers reported a high percentage of job growth, while the number of jobs of directors of religious activities declined rapidly. 2009 data revealed that multimedia artists and animators, and radio and television announcers had statewide LQs above 1.00.

**Table# 42**  
**Bear River North ESA, Jobs by Occupation, 2007-2009**

Regions : Box Elder, Cache, Rich

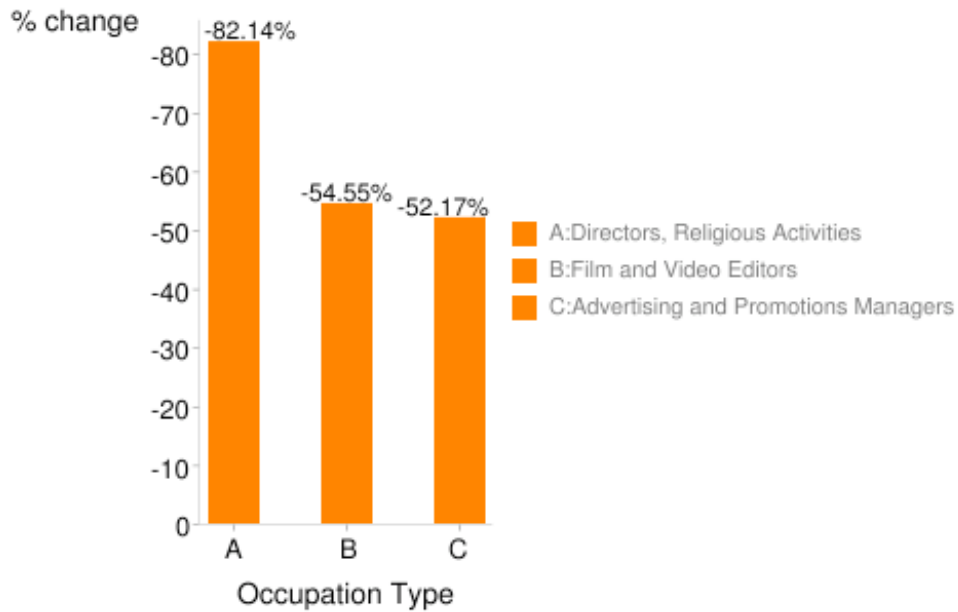
Occupation Type	2007 Jobs	2008 Jobs	2009 Jobs	%Change
Actors	27	33	31	14.81
Advertising and Promotions Managers	23	25	11	-52.17
Agents and Business Managers of Artists, Performers, and Athletes	26	25	17	-34.62
Architects, Except Landscape and Naval	48	75	46	-4.17
Art Directors	47	55	52	10.64
Audio and Video Equipment Technicians	12	13	10	-16.67
Broadcast Technicians	9	12	10	11.11
Camera Operators, Television, Video, and Motion Picture	10	13	5	-50.00
Choreographers	8	13	8	0.00
Commercial and Industrial Designers	24	28	36	50.00
Dancers	8	12	7	-12.50
Directors, Religious Activities	28	17	5	-82.14
Editors	26	32	48	84.62
Fashion Designers	24	27	23	-4.17
Film and Video Editors	11	15	5	-54.55
Fine Artists including Painters, Sculptors, and Illustrators	48	55	49	2.08
Floral Designers	72	27	49	-31.94
Graphic Designers	123	180	157	27.64
Interior Designers	24	28	30	25.00
Landscape Architects	44	38	28	-36.36
Librarians	68	49	68	0.00
Media and Communication Equipment Workers, All Other	8	13	6	-25.00
Media and Communication Workers, All Other	60	59	66	10.00
Multi-Media Artists and Animators	50	57	74	48.00
Music Directors and Composers	61	70	60	-1.64
Musical Instrument Repairers and Tuners	9	11	8	-11.11
Musicians and Singers	64	72	73	14.06
Photographers	357	338	413	15.69
Producers and Directors	26	32	33	26.92
Public Relations Managers	22	27	16	-27.27
Public Relations Specialists	57	83	110	92.98
Radio and Television Announcers	12	16	29	141.67
Set and Exhibit Designers	23	27	24	4.35
Sound Engineering Technicians	7	12	4	-42.86
Technical Writers	16	19	24	50.00
Writers and Authors	132	147	144	9.09
<b>Total</b>	<b>1,614</b>	<b>1,755</b>	<b>1,779</b>	<b>10.22</b>

Source: Economic Modeling Specialists, Inc. Complete Employment



Chart# 78

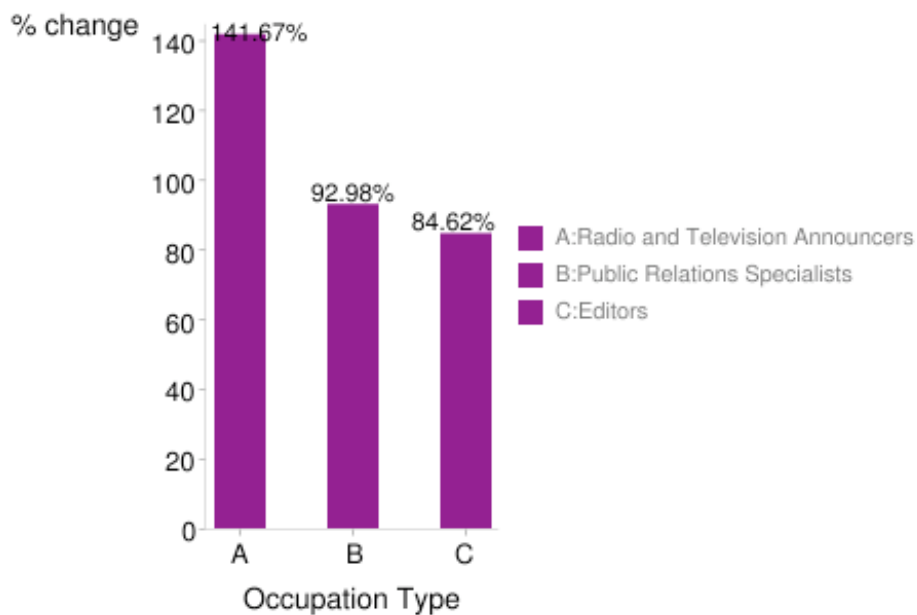
**Top 3 Negative % Change by Occupation, 2007-2009**



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 79

**Top 3 Positive % Change by Occupation, 2007-2009**



Source: Economic Modeling Specialists, Inc. Complete Employment

**Table# 43**  
**Bear River North ESA, Jobs by LQ, 2008-2009**

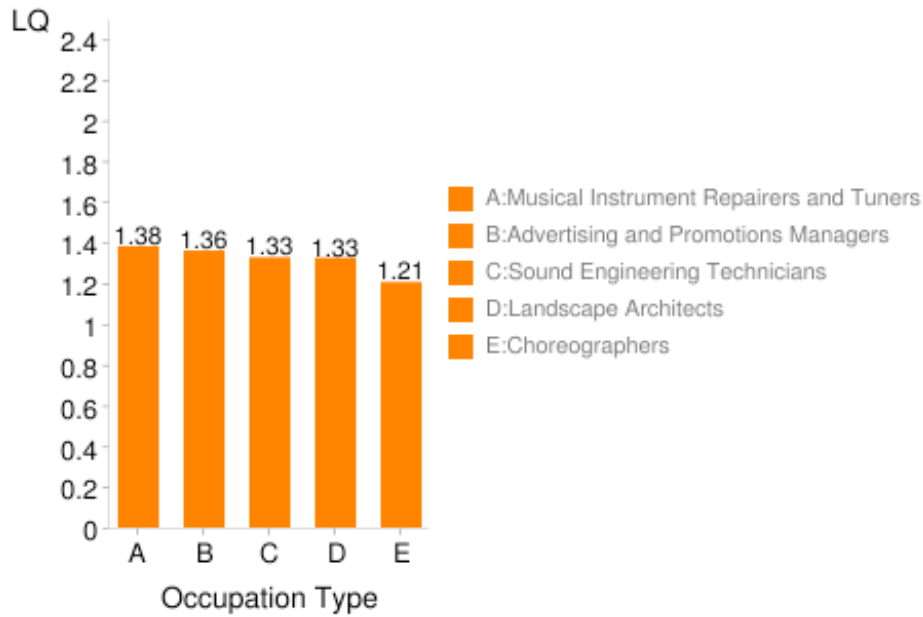
Regions : Box Elder, Cache, Rich

<b>Occupation Type</b>	<b>2008 State LQ</b>	<b>2009 State LQ</b>	<b>2008 National LQ</b>	<b>2009 National LQ</b>
Actors	0.82	0.78	0.63	0.58
Advertising and Promotions Managers	1.36	0.58	0.88	0.40
Agents and Business Managers of Artists,Performers, and Athletes	1.04	0.74	0.93	0.64
Architects, Except Landscape and Naval	0.92	0.76	0.93	0.60
Art Directors	0.80	0.82	0.78	0.72
Audio and Video Equipment Technicians	0.45	0.30	0.47	0.33
Broadcast Technicians	0.51	0.51	0.58	0.51
Camera Operators, Television, Video, and Motion Picture	0.93	0.38	0.87	0.34
Choreographers	1.21	0.99	1.06	0.59
Commercial and Industrial Designers	0.58	0.69	0.69	0.87
Dancers	1.07	0.51	1.06	0.64
Directors, Religious Activities	0.19	0.06	0.25	0.07
Editors	0.37	0.70	0.37	0.55
Fashion Designers	0.98	0.78	0.84	0.67
Film and Video Editors	0.81	0.35	1.01	0.34
Fine Artists including Painters, Sculptors, and Illustrators	0.94	0.80	1.00	0.83
Floral Designers	0.44	0.72	0.51	0.92
Graphic Designers	0.96	0.90	1.26	1.14
Interior Designers	0.41	0.59	0.54	0.59
Landscape Architects	1.33	0.99	1.19	0.87
Librarians	0.70	0.99	0.54	0.77
Media and Communication Equipment Workers, All Other	0.87	0.52	0.98	0.50
Media and Communication Workers, All Other	0.93	0.95	0.88	0.88
Multi-Media Artists and Animators	0.82	1.14	0.84	1.06
Music Directors and Composers	0.67	0.50	0.72	0.50
Musical Instrument Repairers and Tuners	1.38	1.07	1.27	1.08
Musicians and Singers	0.49	0.50	0.52	0.51
Photographers	0.83	0.90	0.88	0.96
Producers and Directors	0.48	0.52	0.45	0.45
Public Relations Managers	1.00	0.58	0.80	0.49
Public Relations Specialists	0.51	0.62	0.52	0.70
Radio and Television Announcers	0.65	1.11	0.58	1.03
Set and Exhibit Designers	0.93	0.46	0.98	0.80
Sound Engineering Technicians	1.33	0.46	0.99	0.35
Technical Writers	0.39	0.50	0.58	0.75
Writers and Authors	0.76	0.73	0.75	0.69

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 80

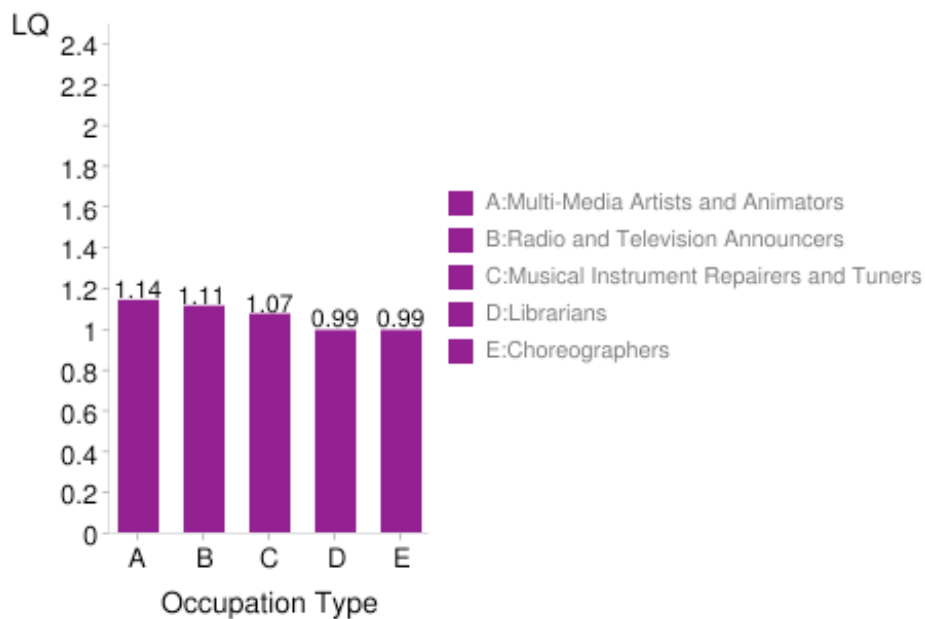
**Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2008**



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 81

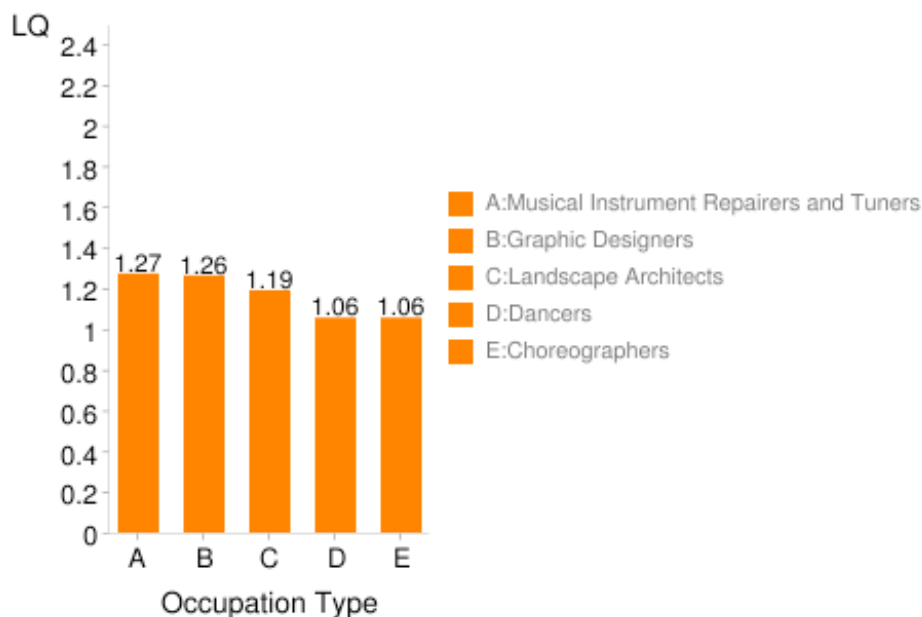
**Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2009**



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 82

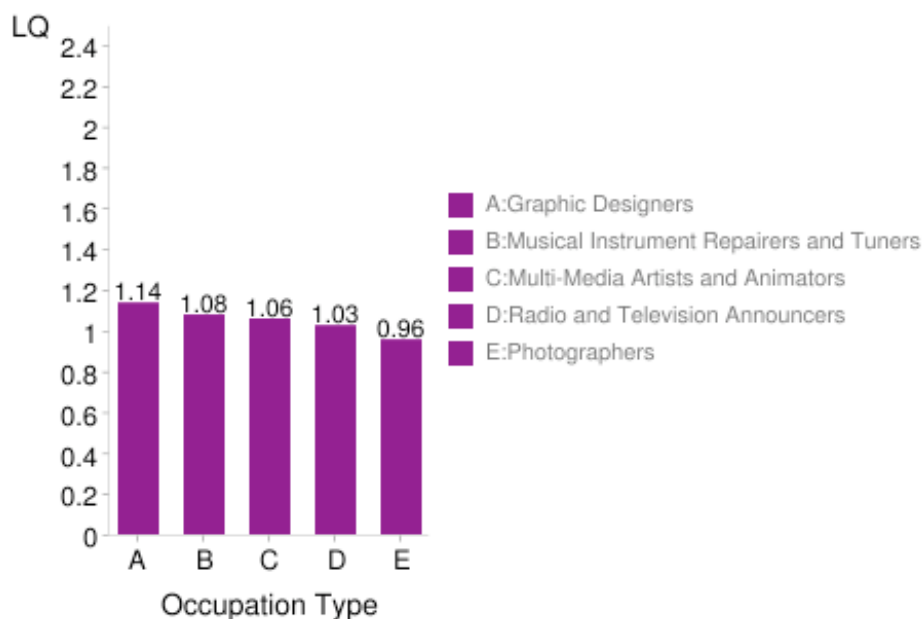
### Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2008



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 83

### Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2009



Source: Economic Modeling Specialists, Inc. Complete Employment

### Castle Country ESA Occupational Information

Job growth occurred at a rate of 4.33% between 2007 and 2009, which resulted in 10 new jobs. In 2009, the reported occupational index was 0.54. Some occupations such as directors of religious activities and advertising and promotion managers showed substantial job loss rates; however, radio and television announcers, and public relations specialists experienced increases in jobs. Among the most highly

concentrated occupations in the ESA were floral designers and librarians.

**Table# 44**  
**Castle Country ESA, Jobs by Occupation, 2007-2009**

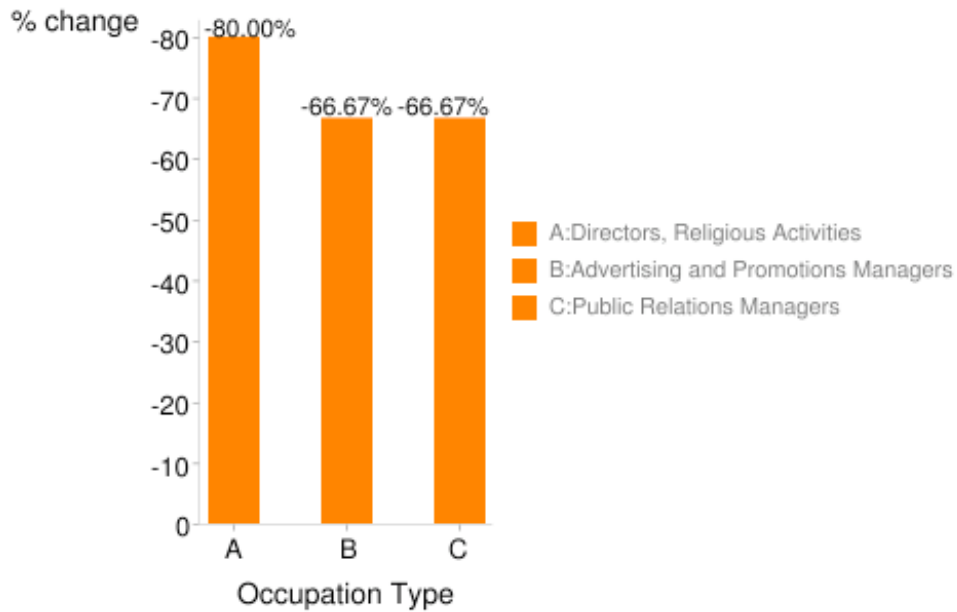
Regions : Carbon, Emery

Occupation Type	2007 Jobs	2008 Jobs	2009 Jobs	%Change
Actors	4	5	4	0.00
Advertising and Promotions Managers	3	0	1	-66.67
Agents and Business Managers of Artists, Performers, and Athletes	3	3	3	0.00
Architects, Except Landscape and Naval	3	3	4	33.33
Art Directors	7	8	8	14.29
Audio and Video Equipment Technicians	1	1	1	0.00
Broadcast Technicians	1	2	1	0.00
Camera Operators, Television, Video, and Motion Picture	0	1	1	0.00
Choreographers	1	1	1	0.00
Commercial and Industrial Designers	2	2	3	50.00
Dancers	1	1	1	0.00
Directors, Religious Activities	5	1	1	-80.00
Editors	5	5	4	-20.00
Fashion Designers	2	2	2	0.00
Film and Video Editors	0	2	0	0.00
Fine Artists including Painters, Sculptors, and Illustrators	7	8	8	14.29
Floral Designers	22	23	16	-27.27
Graphic Designers	14	7	9	-35.71
Interior Designers	3	2	3	0.00
Landscape Architects	3	3	4	33.33
Librarians	9	4	11	22.22
Media and Communication Equipment Workers, All Other	0	1	1	0.00
Media and Communication Workers, All Other	9	7	10	11.11
Multi-Media Artists and Animators	7	8	8	14.29
Music Directors and Composers	10	11	11	10.00
Musical Instrument Repairers and Tuners	1	1	1	0.00
Musicians and Singers	11	12	11	0.00
Photographers	57	50	63	10.53
Producers and Directors	4	7	4	0.00
Public Relations Managers	3	2	1	-66.67
Public Relations Specialists	4	6	12	200.00
Radio and Television Announcers	1	2	4	300.00
Set and Exhibit Designers	3	2	2	-33.33
Sound Engineering Technicians	0	1	0	0.00
Technical Writers	3	5	2	-33.33
Writers and Authors	22	24	25	13.64
<b>Total</b>	<b>231</b>	<b>223</b>	<b>241</b>	<b>4.33</b>

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 84

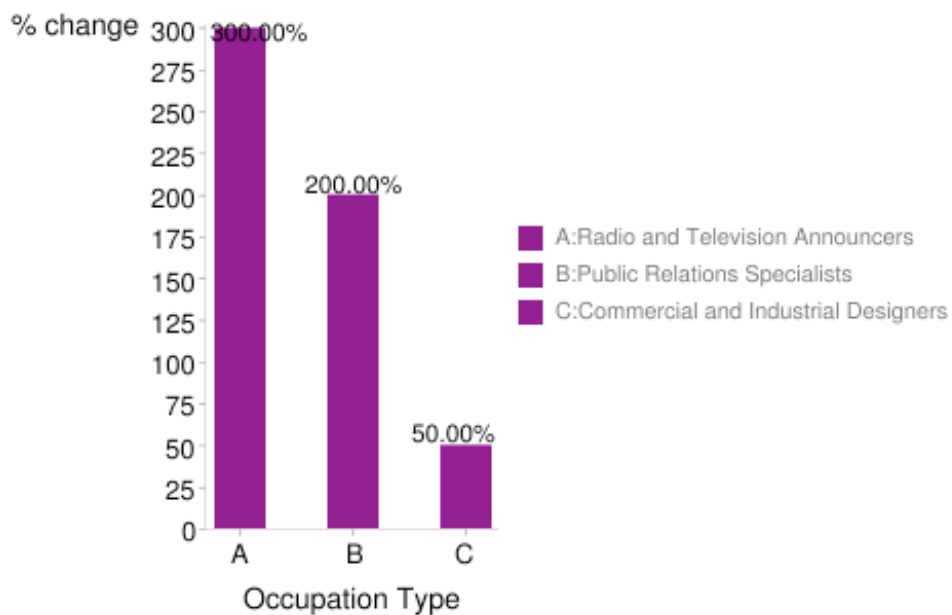
**Top 3 Negative % Change by Occupation, 2007-2009**



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 85

**Top 3 Positive % Change by Occupation, 2007-2009**



Source: Economic Modeling Specialists, Inc. Complete Employment

**Table# 45**  
**Castle Country ESA, Jobs by LQ, 2008-2009**

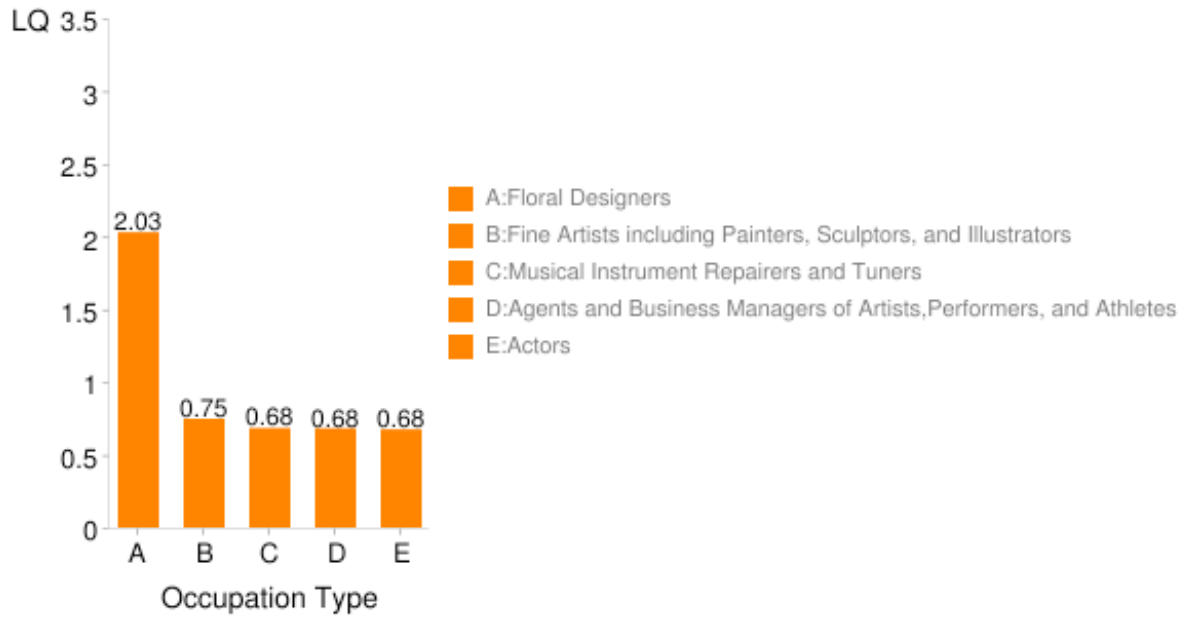
Regions : Carbon, Emery

<b>Occupation Type</b>	<b>2008 State LQ</b>	<b>2009 State LQ</b>	<b>2008 National LQ</b>	<b>2009 National LQ</b>
Actors	0.68	0.55	0.52	0.41
Advertising and Promotions Managers	0.00	0.29	0.00	0.20
Agents and Business Managers of Artists,Performers, and Athletes	0.68	0.72	0.61	0.61
Architects, Except Landscape and Naval	0.20	0.36	0.20	0.29
Art Directors	0.64	0.69	0.62	0.61
Audio and Video Equipment Technicians	0.19	0.16	0.20	0.18
Broadcast Technicians	0.47	0.28	0.52	0.28
Camera Operators, Television, Video, and Motion Picture	0.39	0.41	0.36	0.38
Choreographers	0.51	0.68	0.44	0.41
Commercial and Industrial Designers	0.23	0.31	0.27	0.40
Dancers	0.48	0.40	0.48	0.50
Directors, Religious Activities	0.06	0.07	0.08	0.08
Editors	0.31	0.32	0.31	0.25
Fashion Designers	0.40	0.37	0.34	0.32
Film and Video Editors	0.59	0.00	0.73	0.00
Fine Artists including Painters, Sculptors, and Illustrators	0.75	0.71	0.79	0.74
Floral Designers	2.03	1.29	2.37	1.64
Graphic Designers	0.20	0.28	0.27	0.36
Interior Designers	0.16	0.32	0.21	0.32
Landscape Architects	0.57	0.77	0.51	0.68
Librarians	0.31	0.88	0.24	0.68
Media and Communication Equipment Workers, All Other	0.37	0.48	0.41	0.45
Media and Communication Workers, All Other	0.60	0.79	0.57	0.73
Multi-Media Artists and Animators	0.63	0.67	0.64	0.63
Music Directors and Composers	0.57	0.50	0.61	0.50
Musical Instrument Repairers and Tuners	0.68	0.73	0.63	0.74
Musicians and Singers	0.44	0.41	0.48	0.42
Photographers	0.67	0.75	0.71	0.80
Producers and Directors	0.57	0.34	0.54	0.30
Public Relations Managers	0.40	0.20	0.32	0.17
Public Relations Specialists	0.20	0.37	0.21	0.42
Radio and Television Announcers	0.44	0.84	0.39	0.77
Set and Exhibit Designers	0.38	0.21	0.40	0.36
Sound Engineering Technicians	0.60	0.00	0.45	0.00
Technical Writers	0.56	0.23	0.84	0.34
Writers and Authors	0.67	0.70	0.67	0.65

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 86

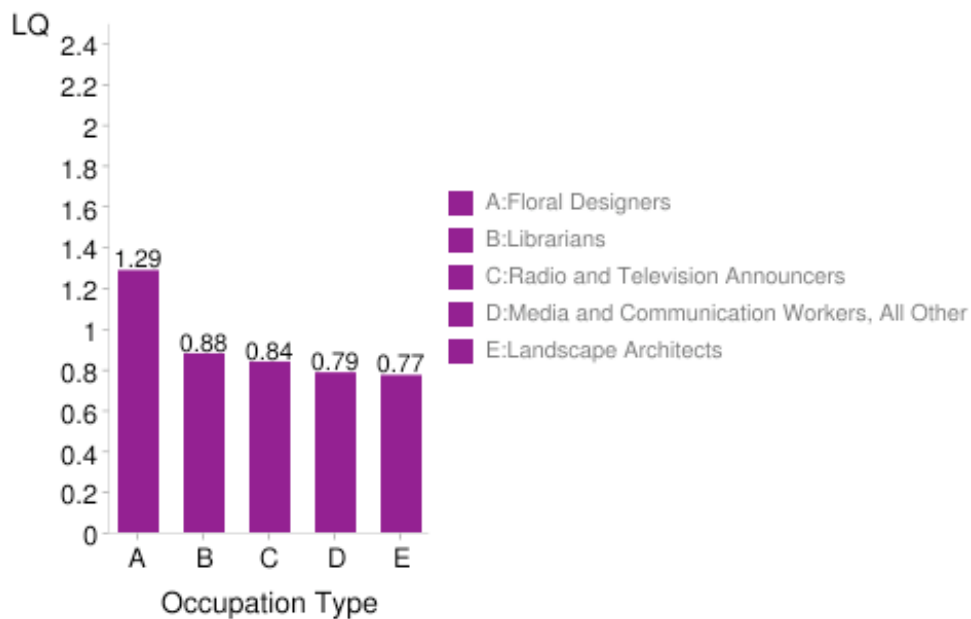
**Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2008**



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 87

**Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2009**

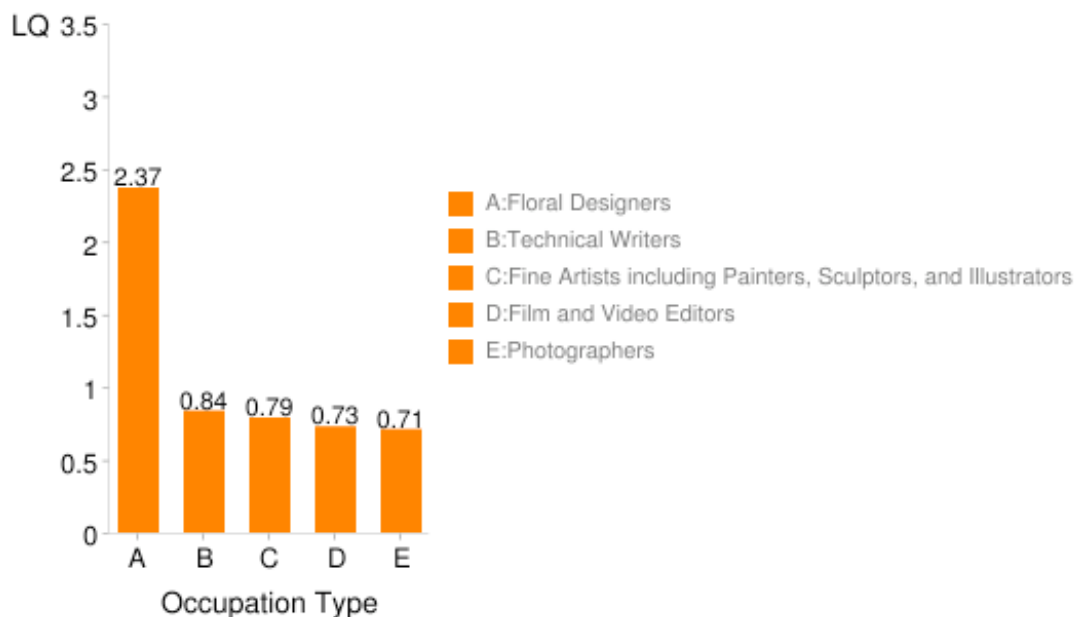


Source: Economic Modeling Specialists, Inc. Complete Employment



Chart# 88

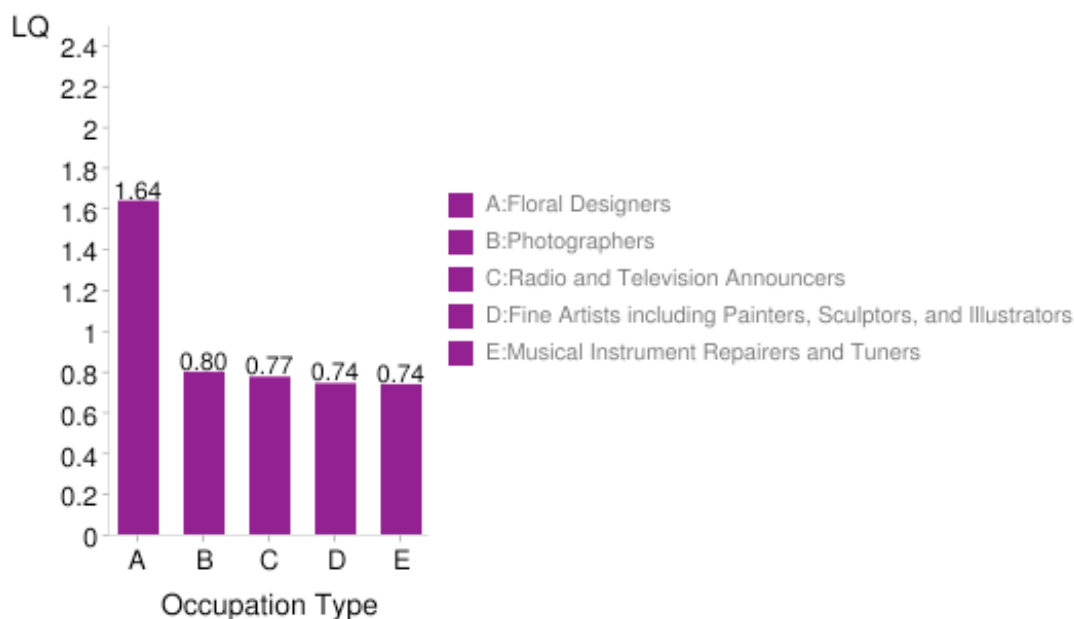
### Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2008



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 89

### Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2009



Source: Economic Modeling Specialists, Inc. Complete Employment

### Central Utah ESA Occupational Information

2009 data revealed an occupational index of 0.49 for the Central Utah ESA. Between 2007 and 2009 the region gained 19 jobs. Public relations specialists and choreographers reported high percentages of job increases, while directors of religious activities experienced decreases in employment. Librarians and musical instrument repairers and tuners reported LQs over 1.00 in 2009.

**Table# 46**  
**Central Utah ESA, Jobs by Occupation, 2007-2009**

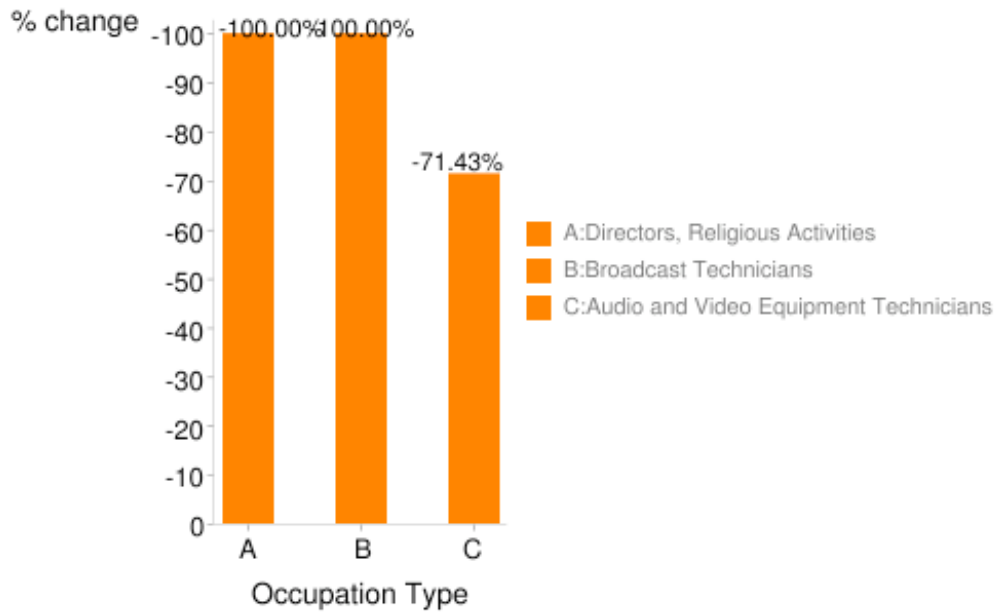
Regions : Millard, Piute, Sanpete, Sevier, Wayne

<b>Occupation Type</b>	<b>2007 Jobs</b>	<b>2008 Jobs</b>	<b>2009 Jobs</b>	<b>%Change</b>
Actors	8	9	8	0.00
Advertising and Promotions Managers	0	1	2	0.00
Agents and Business Managers of Artists,Performers, and Athletes	4	8	6	50.00
Architects, Except Landscape and Naval	11	12	9	-18.18
Art Directors	14	17	16	14.29
Audio and Video Equipment Technicians	7	3	2	-71.43
Broadcast Technicians	3	1	0	-100.00
Camera Operators, Television, Video, and Motion Picture	2	2	2	0.00
Choreographers	1	1	2	100.00
Commercial and Industrial Designers	8	7	8	0.00
Dancers	1	1	1	0.00
Directors, Religious Activities	3	2	0	-100.00
Editors	8	11	12	50.00
Fashion Designers	7	6	6	-14.29
Film and Video Editors	4	3	2	-50.00
Fine Artists including Painters, Sculptors, and Illustrators	15	17	17	13.33
Floral Designers	22	13	20	-9.09
Graphic Designers	23	24	24	4.35
Interior Designers	7	6	12	71.43
Landscape Architects	10	11	9	-10.00
Librarians	35	30	31	-11.43
Media and Communication Equipment Workers, All Other	1	2	2	100.00
Media and Communication Workers, All Other	15	11	14	-6.67
Multi-Media Artists and Animators	15	17	17	13.33
Music Directors and Composers	18	23	19	5.56
Musical Instrument Repairers and Tuners	2	2	4	100.00
Musicians and Singers	19	23	19	0.00
Photographers	91	77	88	-3.30
Producers and Directors	6	8	8	33.33
Public Relations Managers	0	0	3	0.00
Public Relations Specialists	8	7	19	137.50
Radio and Television Announcers	4	3	3	-25.00
Set and Exhibit Designers	7	6	7	0.00
Sound Engineering Technicians	0	1	0	0.00
Technical Writers	7	7	3	-57.14
Writers and Authors	40	50	50	25.00
<b>Total</b>	<b>426</b>	<b>422</b>	<b>445</b>	<b>4.46</b>

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 90

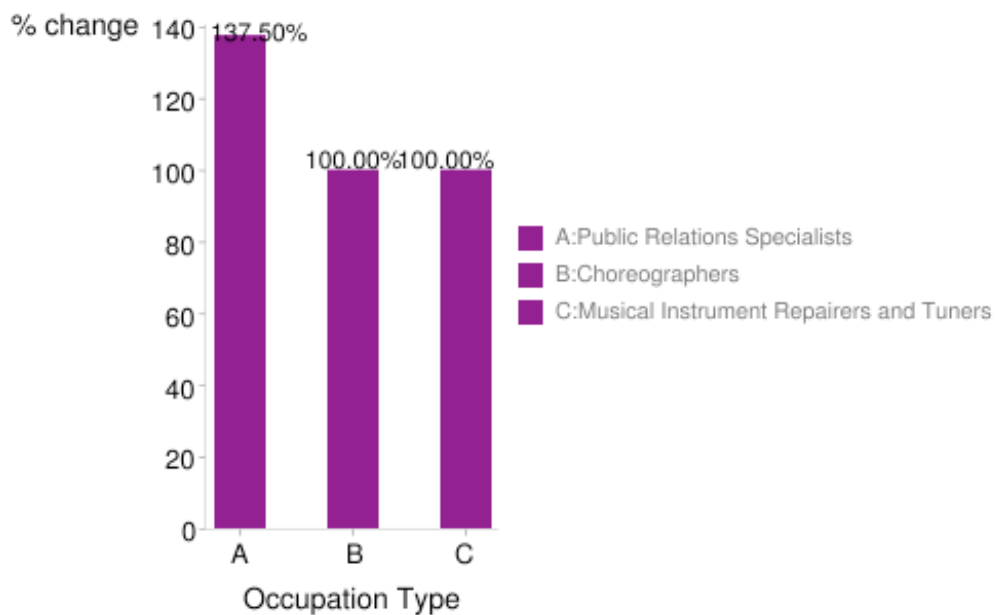
**Top 3 Negative % Change by Occupation, 2007-2009**



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 91

**Top 3 Positive % Change by Occupation, 2007-2009**



Source: Economic Modeling Specialists, Inc. Complete Employment

**Table# 47**  
**Central Utah ESA, Jobs by LQ, 2008-2009**

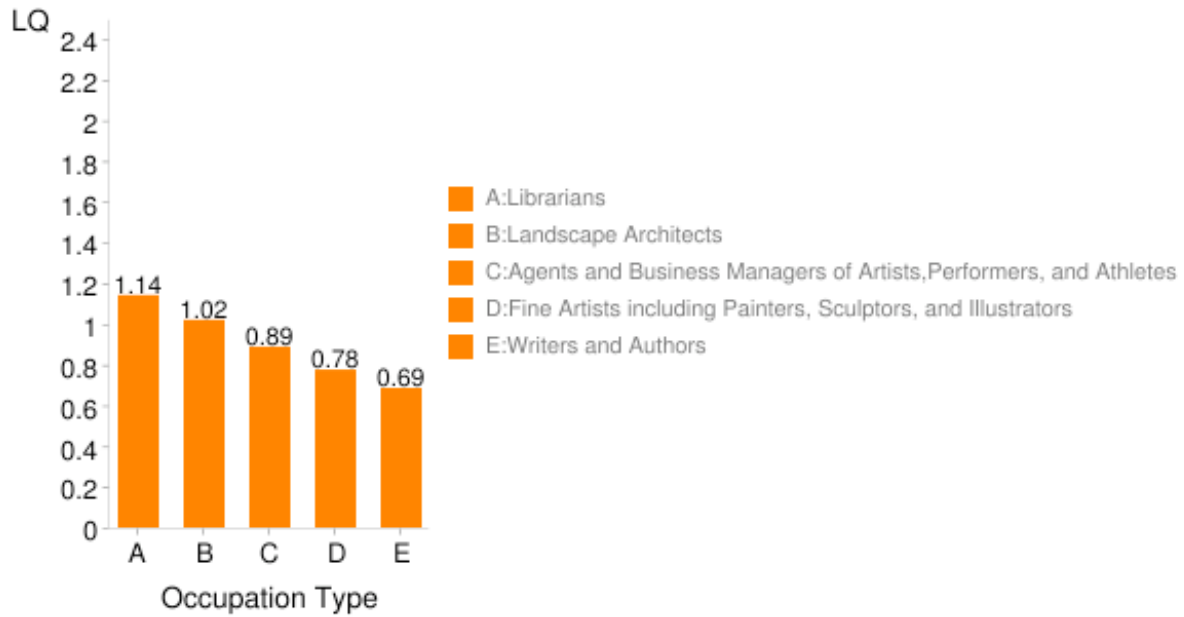
Regions : Millard, Piute, Sanpete, Sevier, Wayne

<b>Occupation Type</b>	<b>2008 State LQ</b>	<b>2009 State LQ</b>	<b>2008 National LQ</b>	<b>2009 National LQ</b>
Actors	0.59	0.54	0.46	0.41
Advertising and Promotions Managers	0.14	0.29	0.09	0.20
Agents and Business Managers of Artists,Performers, and Athletes	0.89	0.70	0.79	0.60
Architects, Except Landscape and Naval	0.39	0.40	0.40	0.32
Art Directors	0.66	0.68	0.64	0.60
Audio and Video Equipment Technicians	0.28	0.16	0.29	0.18
Broadcast Technicians	0.11	0.00	0.13	0.00
Camera Operators, Television, Video, and Motion Picture	0.38	0.40	0.35	0.37
Choreographers	0.25	0.67	0.22	0.40
Commercial and Industrial Designers	0.39	0.41	0.46	0.52
Dancers	0.24	0.19	0.23	0.25
Directors, Religious Activities	0.06	0.00	0.08	0.00
Editors	0.34	0.47	0.33	0.37
Fashion Designers	0.58	0.55	0.50	0.47
Film and Video Editors	0.43	0.38	0.54	0.36
Fine Artists including Painters, Sculptors, and Illustrators	0.78	0.75	0.82	0.78
Floral Designers	0.56	0.79	0.65	1.01
Graphic Designers	0.34	0.37	0.45	0.47
Interior Designers	0.23	0.63	0.31	0.64
Landscape Architects	1.02	0.86	0.92	0.75
Librarians	1.14	1.22	0.88	0.95
Media and Communication Equipment Workers, All Other	0.36	0.47	0.40	0.45
Media and Communication Workers, All Other	0.46	0.54	0.44	0.50
Multi-Media Artists and Animators	0.65	0.70	0.66	0.65
Music Directors and Composers	0.58	0.42	0.63	0.43
Musical Instrument Repairers and Tuners	0.67	1.44	0.62	1.45
Musicians and Singers	0.41	0.35	0.44	0.36
Photographers	0.50	0.51	0.53	0.55
Producers and Directors	0.32	0.34	0.30	0.30
Public Relations Managers	0.00	0.29	0.00	0.25
Public Relations Specialists	0.12	0.29	0.12	0.33
Radio and Television Announcers	0.32	0.31	0.29	0.29
Set and Exhibit Designers	0.55	0.36	0.58	0.63
Sound Engineering Technicians	0.29	0.00	0.22	0.00
Technical Writers	0.38	0.17	0.57	0.25
Writers and Authors	0.69	0.68	0.68	0.64

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 92

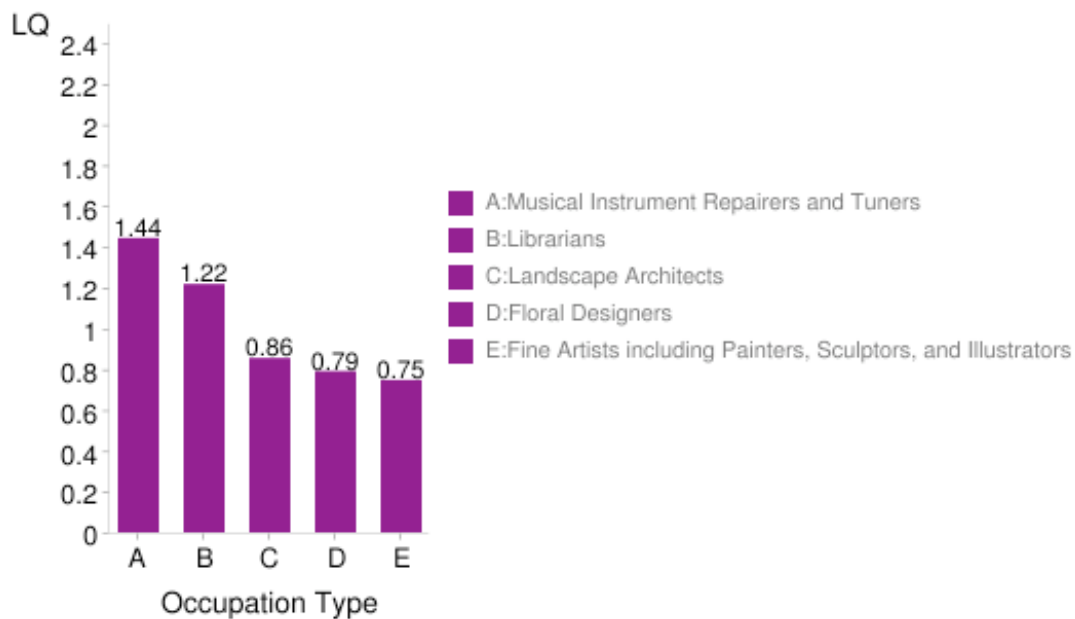
Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2008



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 93

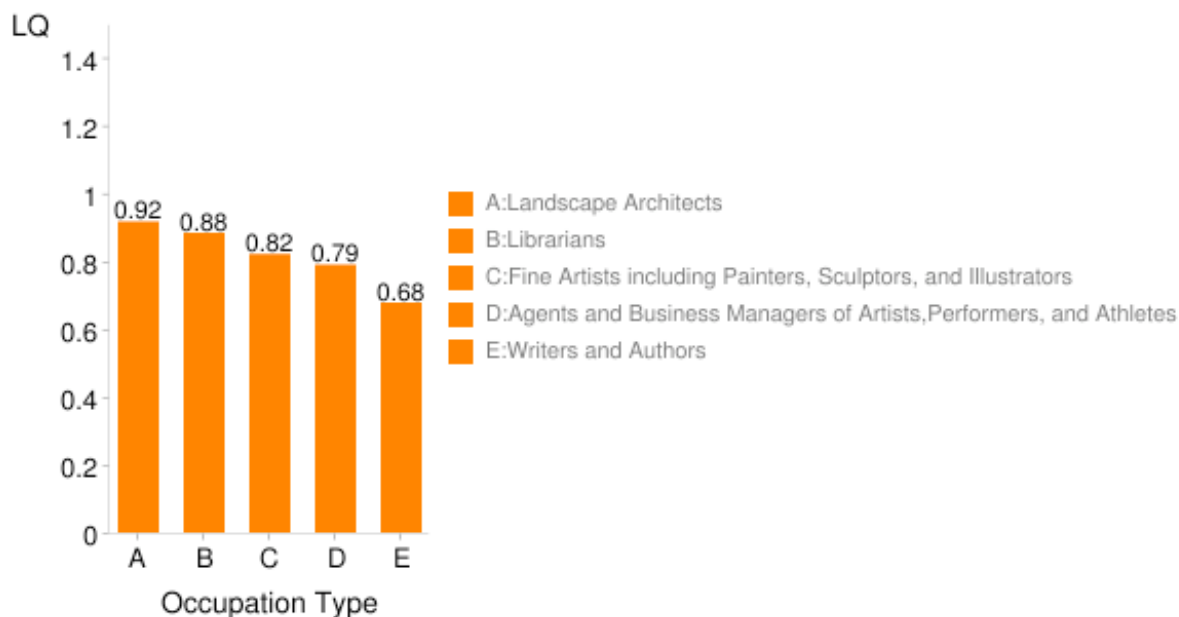
Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2009



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 94

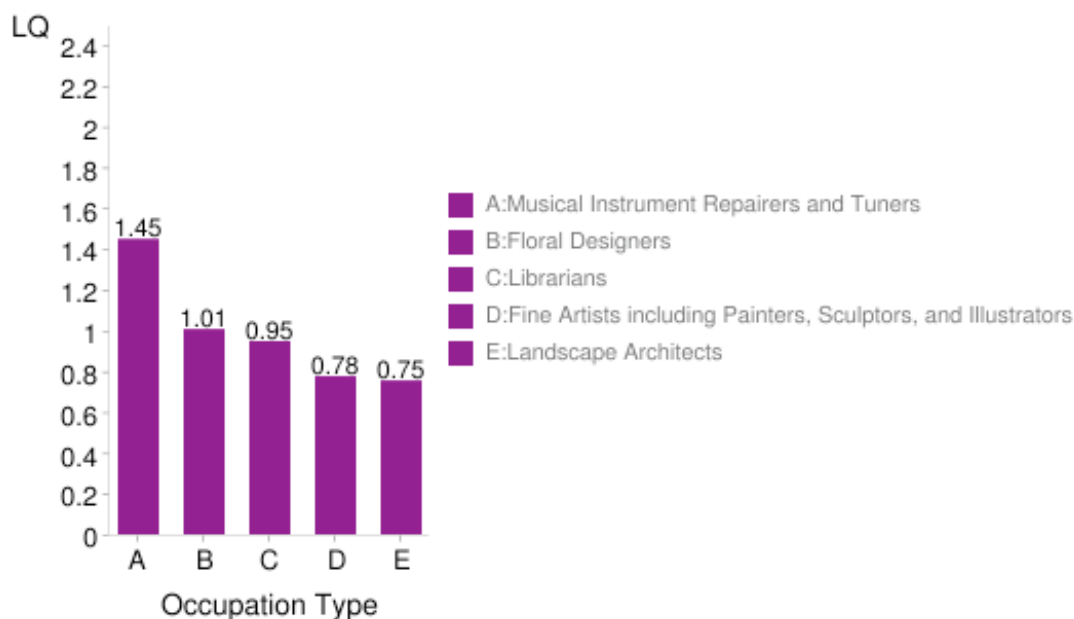
### Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2008



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 95

### Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2009



Source: Economic Modeling Specialists, Inc. Complete Employment

### Mountainland ESA Occupational Information

From 2007 to 2009, the Mountainland ESA reported a job growth rate of 3.81% which resulted in 327 new jobs related to the creative economy. In 2009 the ESA had an occupational index of 0.89 and 8,903 total creative jobs. Among the fastest declining occupations were directors of religious activities, and audio and equipment workers, while sound engineering technicians and advertising and promotion managers reported gains in jobs. In 2009, choreographers and librarians received location quotients above 1.00.

**Table# 48**  
**Mountainland ESA, Jobs by Occupation, 2007-2009**

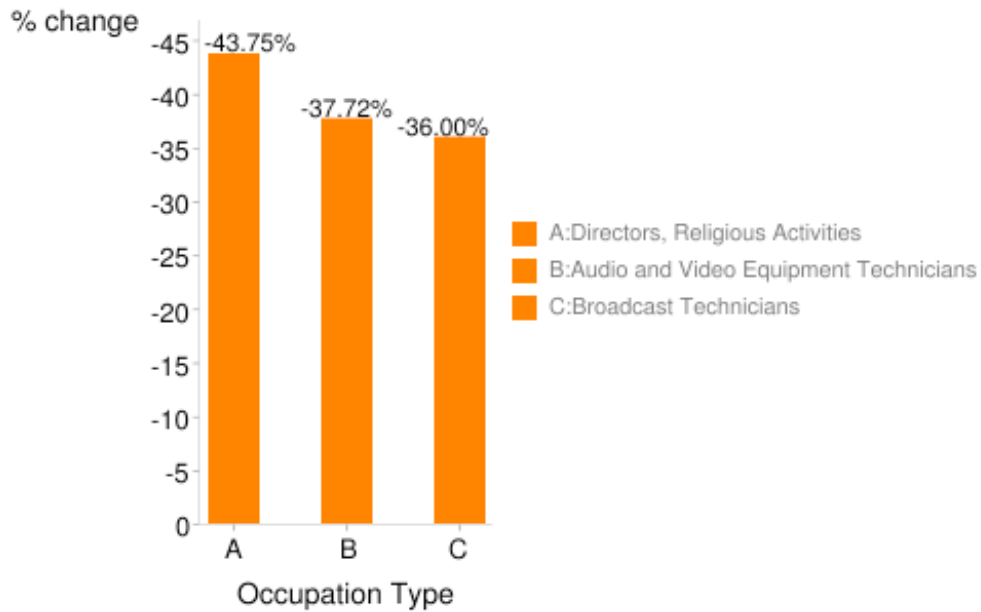
Regions : Juab, Summit, Utah, Wasatch

Occupation Type	2007 Jobs	2008 Jobs	2009 Jobs	%Change
Actors	140	153	150	7.14
Advertising and Promotions Managers	38	36	64	68.42
Agents and Business Managers of Artists,Performers, and Athletes	96	98	91	-5.21
Architects, Except Landscape and Naval	167	146	150	-10.18
Art Directors	236	240	256	8.47
Audio and Video Equipment Technicians	114	68	71	-37.72
Broadcast Technicians	50	45	32	-36.00
Camera Operators, Television, Video, and Motion Picture	50	61	58	16.00
Choreographers	28	33	41	46.43
Commercial and Industrial Designers	177	172	173	-2.26
Dancers	71	38	60	-15.49
Directors, Religious Activities	16	10	9	-43.75
Editors	321	353	247	-23.05
Fashion Designers	110	107	127	15.45
Film and Video Editors	72	82	72	0.00
Fine Artists including Painters, Sculptors, and Illustrators	218	231	276	26.61
Floral Designers	208	210	271	30.29
Graphic Designers	842	770	647	-23.16
Interior Designers	202	193	236	16.83
Landscape Architects	95	86	91	-4.21
Librarians	345	327	358	3.77
Media and Communication Equipment Workers, All Other	34	51	37	8.82
Media and Communication Workers, All Other	264	264	298	12.88
Multi-Media Artists and Animators	243	243	282	16.05
Music Directors and Composers	303	303	336	10.89
Musical Instrument Repairers and Tuners	30	31	20	-33.33
Musicians and Singers	360	339	367	1.94
Photographers	1,705	1,698	1,909	11.96
Producers and Directors	234	290	299	27.78
Public Relations Managers	74	66	50	-32.43
Public Relations Specialists	461	488	569	23.43
Radio and Television Announcers	57	61	48	-15.79
Set and Exhibit Designers	160	115	156	-2.50
Sound Engineering Technicians	18	37	33	83.33
Technical Writers	194	172	172	-11.34
Writers and Authors	843	855	847	0.47
<b>Total</b>	<b>8,576</b>	<b>8,472</b>	<b>8,903</b>	<b>3.81</b>

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 96

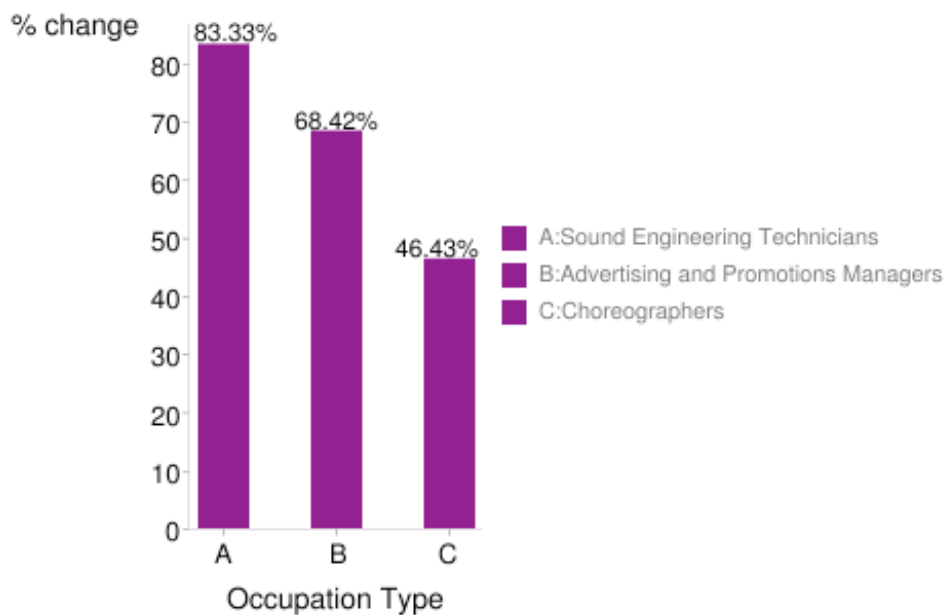
**Top 3 Negative % Change by Occupation, 2007-2009**



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 97

**Top 3 Positive % Change by Occupation, 2007-2009**



Source: Economic Modeling Specialists, Inc. Complete Employment



**Table# 49**  
**Mountainland ESA, Jobs by LQ, 2008-2009**

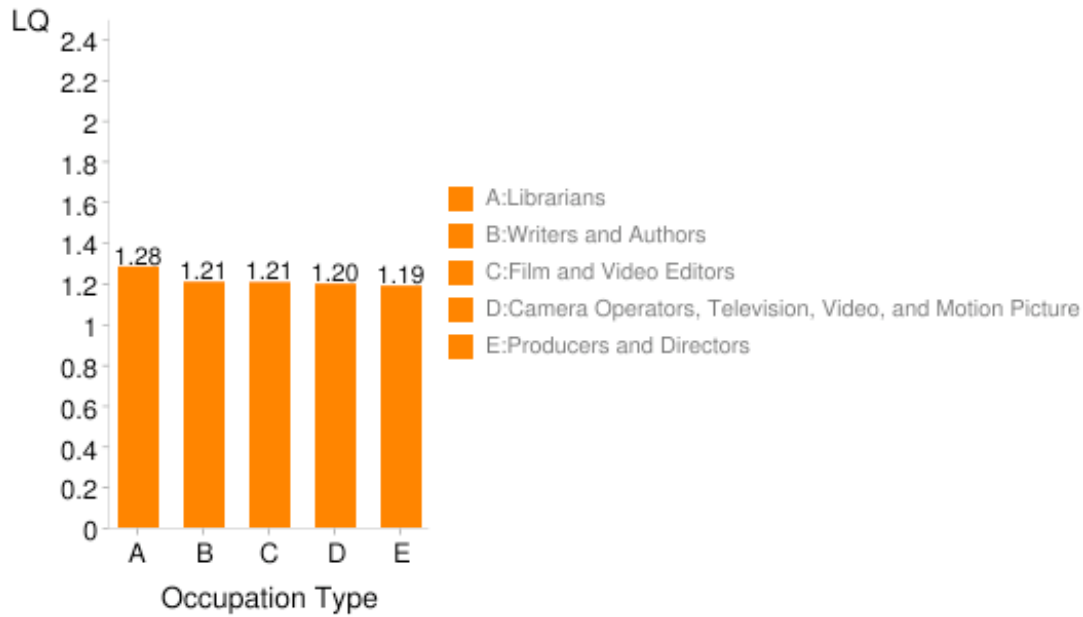
Regions : Juab, Summit, Utah, Wasatch

<b>Occupation Type</b>	<b>2008 State LQ</b>	<b>2009 State LQ</b>	<b>2008 National LQ</b>	<b>2009 National LQ</b>
Actors	1.04	1.03	0.80	0.77
Advertising and Promotions Managers	0.54	0.92	0.35	0.64
Agents and Business Managers of Artists,Performers, and Athletes	1.12	1.08	1.00	0.93
Architects, Except Landscape and Naval	0.49	0.67	0.50	0.53
Art Directors	0.96	1.10	0.93	0.97
Audio and Video Equipment Technicians	0.65	0.58	0.68	0.65
Broadcast Technicians	0.53	0.45	0.59	0.45
Camera Operators, Television, Video, and Motion Picture	1.20	1.19	1.11	1.09
Choreographers	0.84	1.39	0.73	0.83
Commercial and Industrial Designers	0.98	0.90	1.16	1.14
Dancers	0.92	1.18	0.92	1.50
Directors, Religious Activities	0.03	0.03	0.04	0.04
Editors	1.11	0.98	1.10	0.77
Fashion Designers	1.07	1.17	0.91	1.01
Film and Video Editors	1.21	1.38	1.51	1.33
Fine Artists including Painters, Sculptors, and Illustrators	1.09	1.23	1.15	1.28
Floral Designers	0.93	1.09	1.09	1.38
Graphic Designers	1.12	1.01	1.48	1.28
Interior Designers	0.77	1.26	1.02	1.27
Landscape Architects	0.82	0.88	0.74	0.77
Librarians	1.28	1.43	0.99	1.11
Media and Communication Equipment Workers, All Other	0.94	0.88	1.06	0.84
Media and Communication Workers, All Other	1.14	1.17	1.08	1.08
Multi-Media Artists and Animators	0.95	1.18	0.98	1.10
Music Directors and Composers	0.79	0.76	0.85	0.76
Musical Instrument Repairers and Tuners	1.07	0.73	0.98	0.73
Musicians and Singers	0.63	0.69	0.68	0.70
Photographers	1.14	1.13	1.22	1.20
Producers and Directors	1.19	1.28	1.13	1.12
Public Relations Managers	0.67	0.50	0.54	0.41
Public Relations Specialists	0.83	0.87	0.84	0.99
Radio and Television Announcers	0.68	0.50	0.60	0.46
Set and Exhibit Designers	1.09	0.81	1.14	1.41
Sound Engineering Technicians	1.12	1.04	0.83	0.79
Technical Writers	0.97	0.97	1.45	1.47
Writers and Authors	1.21	1.18	1.19	1.10

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 98

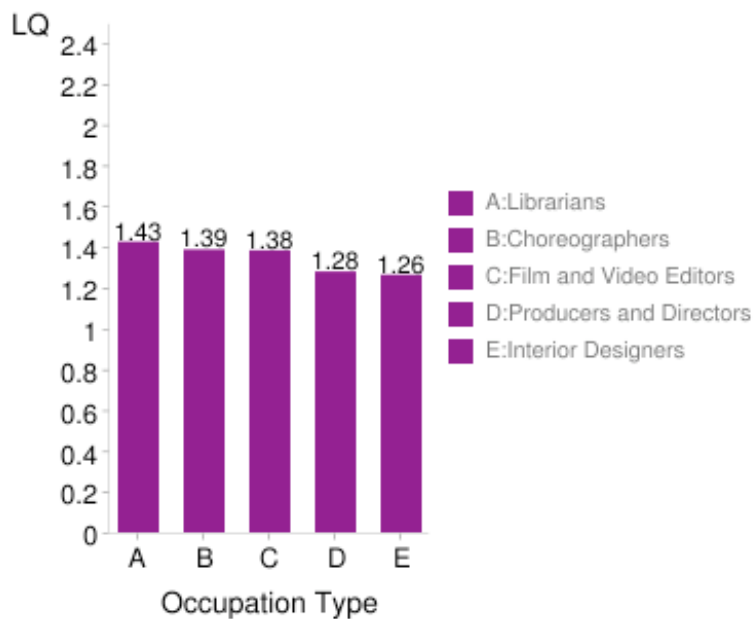
**Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2008**



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 99

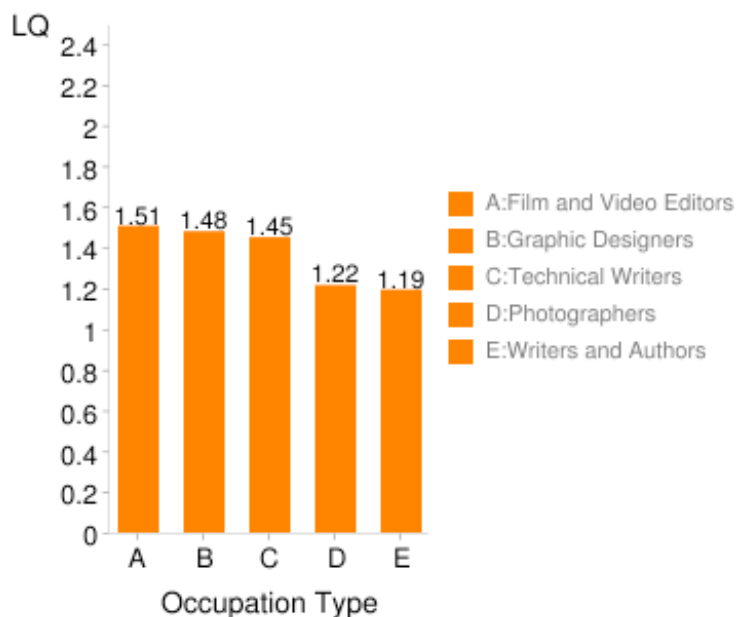
**Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2009**



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 100

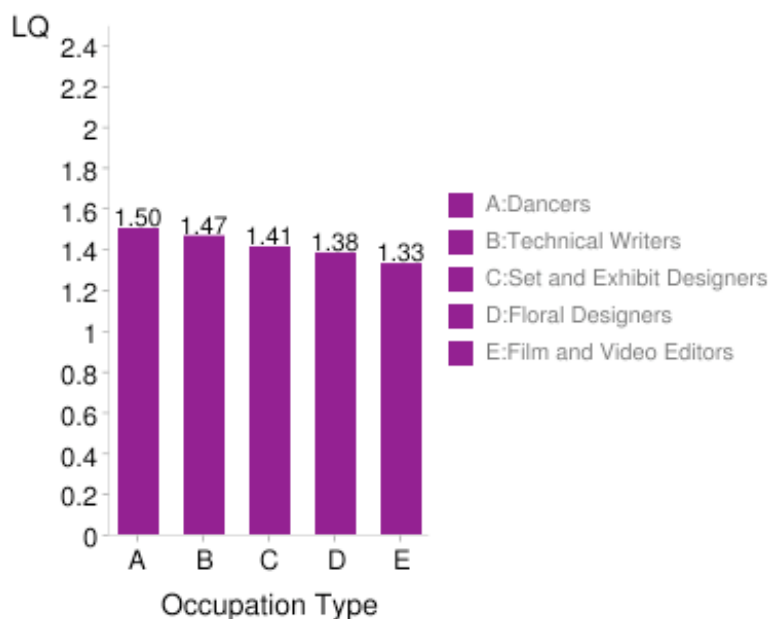
### Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2008



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 101

### Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2009



Source: Economic Modeling Specialists, Inc. Complete Employment

### Southeast ESA Occupational Information

Between 2007 and 2009, the Southeast ESA experienced a job growth rate of 19.59% which resulted in the creation of 43 creative jobs for a total of 263 jobs within the ESA in 2009. Advertising and promotion managers reported losses in jobs, while the number of sound engineering technicians grew rapidly.

Photographers and media and communication workers received high location quotients in the Southeast ESA.

**Table# 50**  
**Southeast ESA, Jobs by Occupation, 2007-2009**

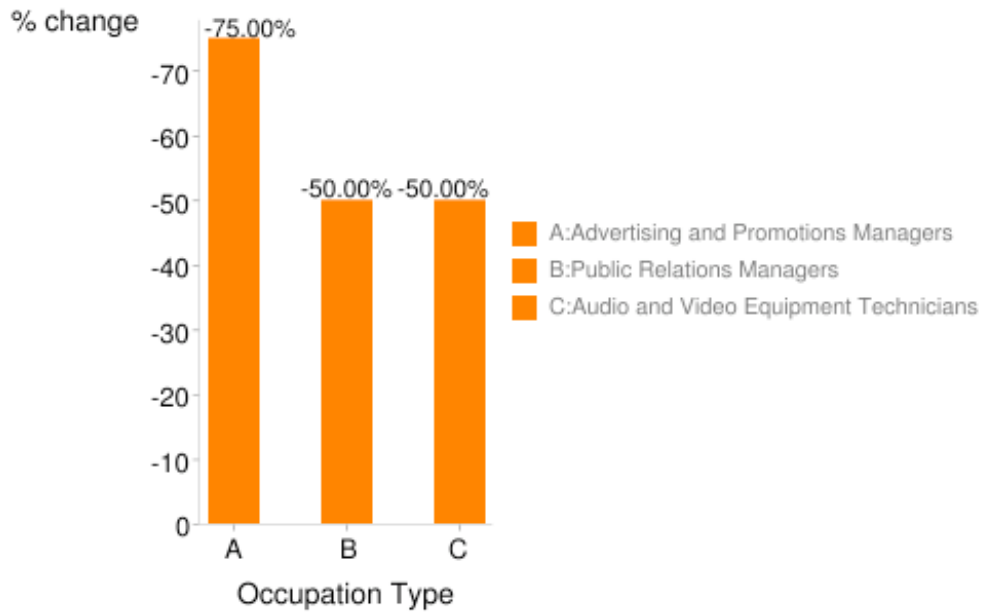
Regions : Grand, San Juan

<b>Occupation Type</b>	<b>2007 Jobs</b>	<b>2008 Jobs</b>	<b>2009 Jobs</b>	<b>%Change</b>
Actors	5	6	5	0.00
Advertising and Promotions Managers	4	0	1	-75.00
Agents and Business Managers of Artists,Performers, and Athletes	3	3	3	0.00
Architects, Except Landscape and Naval	3	3	8	166.67
Art Directors	9	8	8	-11.11
Audio and Video Equipment Technicians	2	1	1	-50.00
Broadcast Technicians	0	1	1	0.00
Camera Operators, Television, Video, and Motion Picture	1	2	1	0.00
Choreographers	1	1	1	0.00
Commercial and Industrial Designers	2	2	4	100.00
Dancers	1	1	2	100.00
Directors, Religious Activities	1	1	1	0.00
Editors	6	6	7	16.67
Fashion Designers	2	3	4	100.00
Film and Video Editors	1	2	1	0.00
Fine Artists including Painters, Sculptors, and Illustrators	9	8	9	0.00
Floral Designers	4	7	7	75.00
Graphic Designers	14	6	8	-42.86
Interior Designers	2	3	4	100.00
Landscape Architects	3	3	3	0.00
Librarians	8	5	8	0.00
Media and Communication Equipment Workers, All Other	1	2	1	0.00
Media and Communication Workers, All Other	7	8	11	57.14
Multi-Media Artists and Animators	9	8	9	0.00
Music Directors and Composers	13	13	14	7.69
Musical Instrument Repairers and Tuners	1	0	1	0.00
Musicians and Singers	14	14	14	0.00
Photographers	47	52	75	59.57
Producers and Directors	6	8	5	-16.67
Public Relations Managers	2	2	1	-50.00
Public Relations Specialists	4	4	8	100.00
Radio and Television Announcers	1	2	2	100.00
Set and Exhibit Designers	3	2	3	0.00
Sound Engineering Technicians	0	1	0	0.00
Technical Writers	3	3	2	-33.33
Writers and Authors	28	28	30	7.14
<b>Total</b>	<b>220</b>	<b>219</b>	<b>263</b>	<b>19.55</b>

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 102

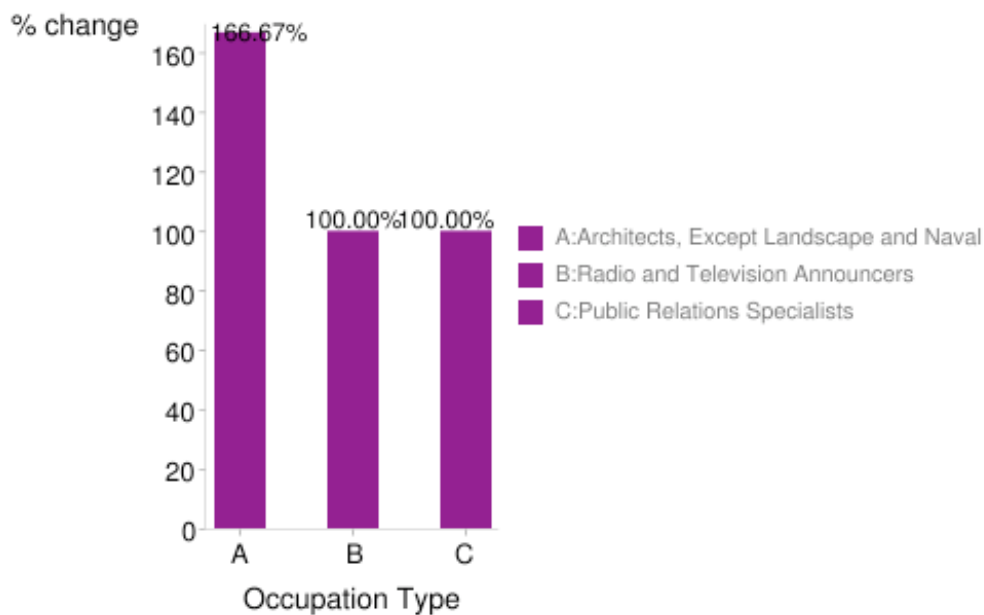
**Top 3 Negative % Change by Occupation, 2007-2009**



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 103

**Top 3 Positive % Change by Occupation, 2007-2009**



Source: Economic Modeling Specialists, Inc. Complete Employment

**Table# 51**  
**Southeast ESA, Jobs by LQ, 2008-2009**

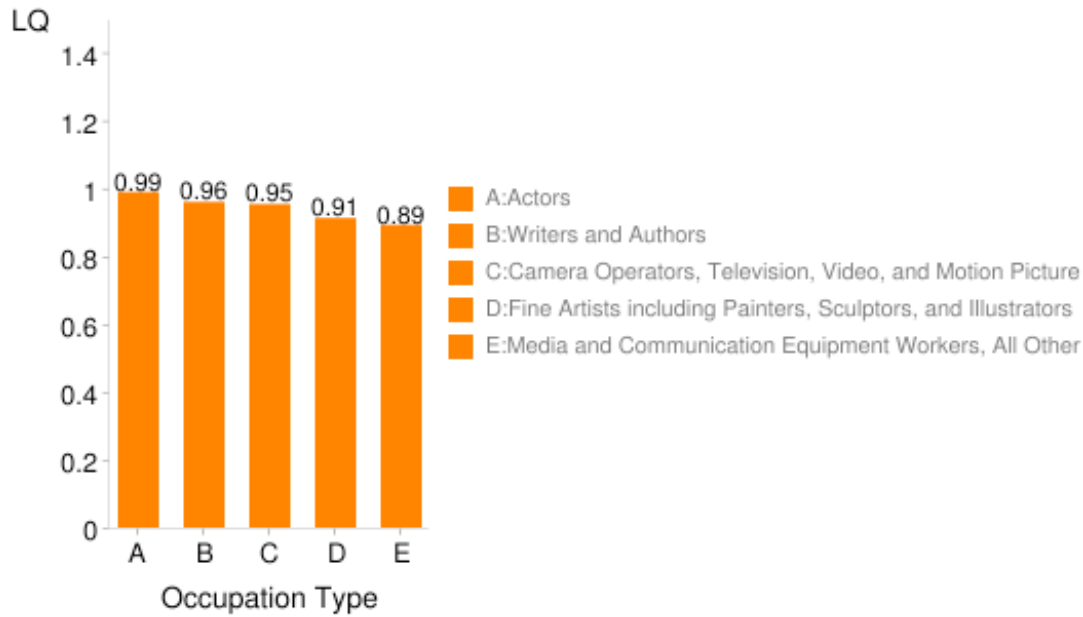
Regions : Grand, San Juan

<b>Occupation Type</b>	<b>2008 State LQ</b>	<b>2009 State LQ</b>	<b>2008 National LQ</b>	<b>2009 National LQ</b>
Actors	0.99	0.86	0.76	0.64
Advertising and Promotions Managers	0.00	0.36	0.00	0.25
Agents and Business Managers of Artists,Performers, and Athletes	0.83	0.89	0.74	0.76
Architects, Except Landscape and Naval	0.25	0.89	0.25	0.71
Art Directors	0.78	0.86	0.76	0.75
Audio and Video Equipment Technicians	0.23	0.20	0.24	0.23
Broadcast Technicians	0.28	0.35	0.32	0.35
Camera Operators, Television, Video, and Motion Picture	0.95	0.51	0.89	0.46
Choreographers	0.62	0.84	0.54	0.50
Commercial and Industrial Designers	0.28	0.52	0.33	0.65
Dancers	0.59	0.98	0.58	1.24
Directors, Religious Activities	0.07	0.08	0.10	0.10
Editors	0.46	0.69	0.46	0.54
Fashion Designers	0.73	0.92	0.62	0.79
Film and Video Editors	0.71	0.48	0.89	0.46
Fine Artists including Painters, Sculptors, and Illustrators	0.91	1.00	0.97	1.03
Floral Designers	0.75	0.70	0.88	0.89
Graphic Designers	0.21	0.31	0.28	0.39
Interior Designers	0.29	0.53	0.39	0.53
Landscape Architects	0.70	0.72	0.62	0.63
Librarians	0.48	0.79	0.37	0.62
Media and Communication Equipment Workers, All Other	0.89	0.59	1.00	0.56
Media and Communication Workers, All Other	0.84	1.07	0.79	0.99
Multi-Media Artists and Animators	0.76	0.94	0.78	0.87
Music Directors and Composers	0.83	0.78	0.88	0.79
Musical Instrument Repairers and Tuners	0.00	0.91	0.00	0.91
Musicians and Singers	0.63	0.65	0.68	0.66
Photographers	0.85	1.10	0.90	1.18
Producers and Directors	0.80	0.53	0.75	0.47
Public Relations Managers	0.49	0.25	0.40	0.21
Public Relations Specialists	0.16	0.30	0.17	0.35
Radio and Television Announcers	0.54	0.52	0.48	0.48
Set and Exhibit Designers	0.46	0.39	0.48	0.68
Sound Engineering Technicians	0.74	0.00	0.55	0.00
Technical Writers	0.41	0.28	0.61	0.42
Writers and Authors	0.96	1.03	0.95	0.97

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 104

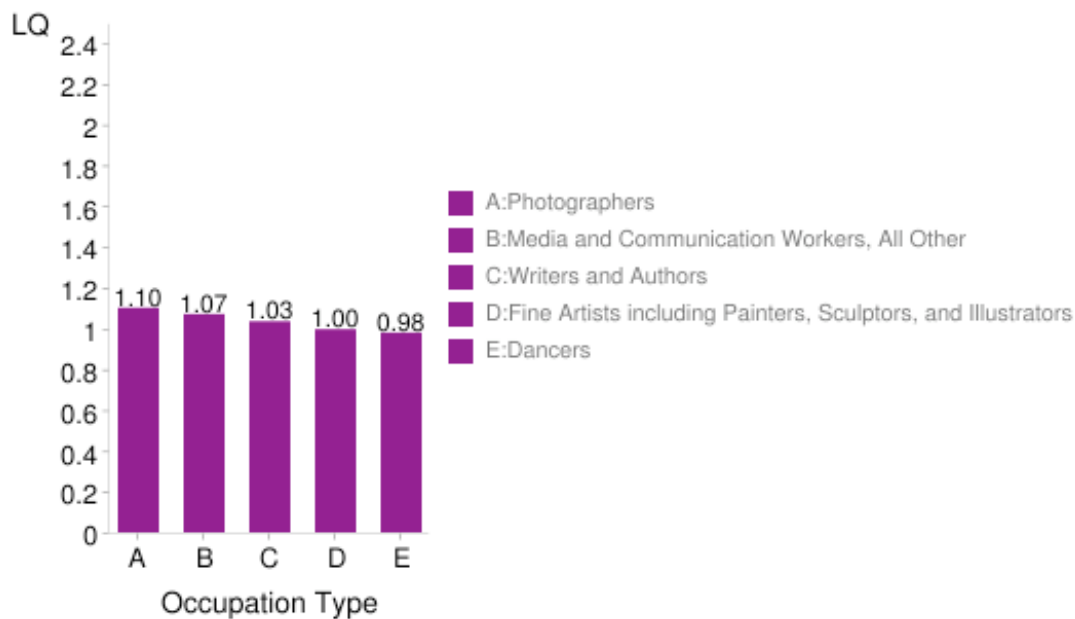
**Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2008**



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 105

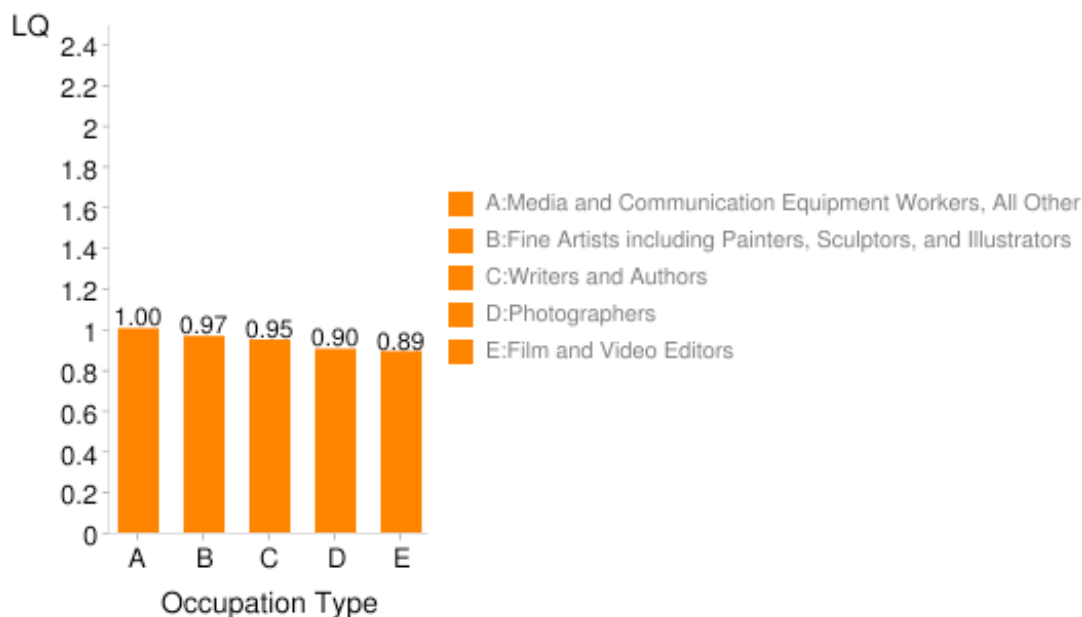
**Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2009**



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 106

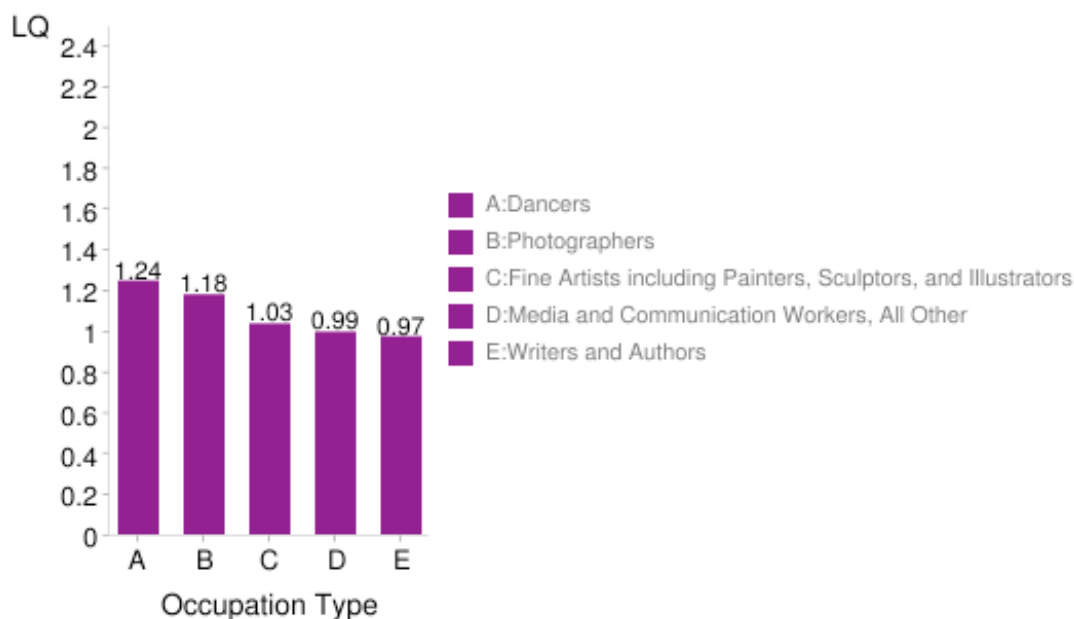
### Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2008



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 107

### Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2009



Source: Economic Modeling Specialists, Inc. Complete Employment

### Southwest ESA Occupational Information

The Southwest ESA reported an occupational index of 0.67 and 1,981 total creative jobs in 2009. From 2007 to 2009, the ESA created 27 new jobs at a rate of 1.47%. Among the fastest declining occupations were audio and video equipment workers, and film and video editors. However, dancers and advertising and promotion managers reported gains in jobs. The most highly concentrated occupations within the Southwest ESA were musical instrument repairers and tuners, and radio and television announcers.



**Table# 52**  
**Southwest ESA, Jobs by Occupation, 2007-2009**

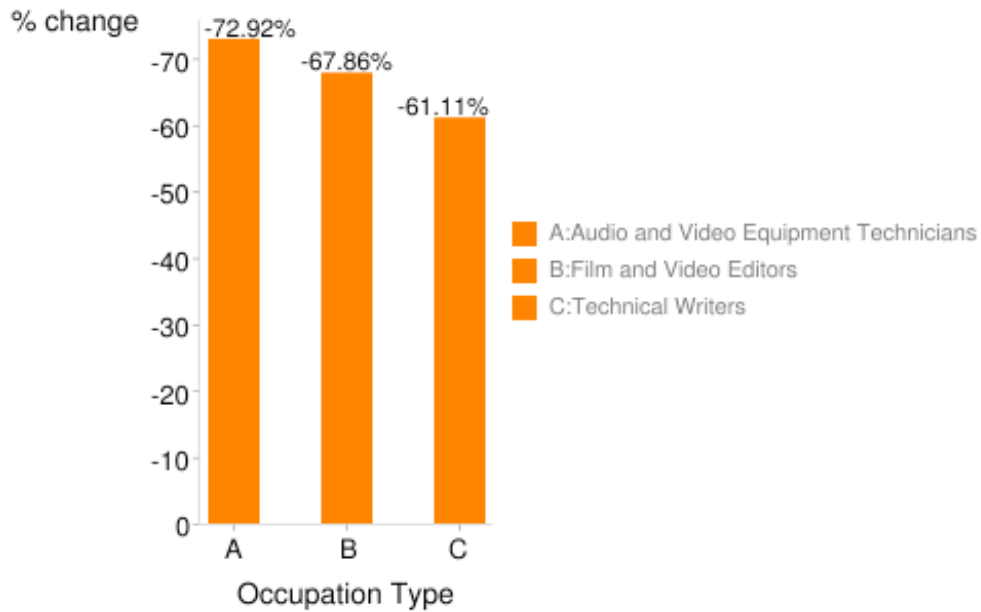
Regions : Beaver, Garfield, Iron, Kane, Washington

<b>Occupation Type</b>	<b>2007 Jobs</b>	<b>2008 Jobs</b>	<b>2009 Jobs</b>	<b>%Change</b>
Actors	29	28	30	3.45
Advertising and Promotions Managers	6	7	15	150.00
Agents and Business Managers of Artists, Performers, and Athletes	30	30	26	-13.33
Architects, Except Landscape and Naval	54	47	47	-12.96
Art Directors	52	58	57	9.62
Audio and Video Equipment Technicians	48	14	13	-72.92
Broadcast Technicians	18	9	8	-55.56
Camera Operators, Television, Video, and Motion Picture	15	13	13	-13.33
Choreographers	7	7	6	-14.29
Commercial and Industrial Designers	32	25	33	3.13
Dancers	4	5	14	250.00
Directors, Religious Activities	13	5	7	-46.15
Editors	49	49	50	2.04
Fashion Designers	22	23	27	22.73
Film and Video Editors	28	19	9	-67.86
Fine Artists including Painters, Sculptors, and Illustrators	50	56	62	24.00
Floral Designers	92	112	66	-28.26
Graphic Designers	141	185	135	-4.26
Interior Designers	37	24	43	16.22
Landscape Architects	31	29	33	6.45
Librarians	65	70	91	40.00
Media and Communication Equipment Workers, All Other	11	12	8	-27.27
Media and Communication Workers, All Other	62	63	64	3.23
Multi-Media Artists and Animators	50	56	62	24.00
Music Directors and Composers	63	71	72	14.29
Musical Instrument Repairers and Tuners	8	7	10	25.00
Musicians and Singers	80	76	76	-5.00
Photographers	395	410	416	5.32
Producers and Directors	57	50	34	-40.35
Public Relations Managers	11	19	12	9.09
Public Relations Specialists	86	91	133	54.65
Radio and Television Announcers	20	17	46	130.00
Set and Exhibit Designers	44	23	28	-36.36
Sound Engineering Technicians	4	8	4	0.00
Technical Writers	54	39	21	-61.11
Writers and Authors	166	172	190	14.46
<b>Total</b>	<b>1,934</b>	<b>1,929</b>	<b>1,961</b>	<b>1.40</b>

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 108

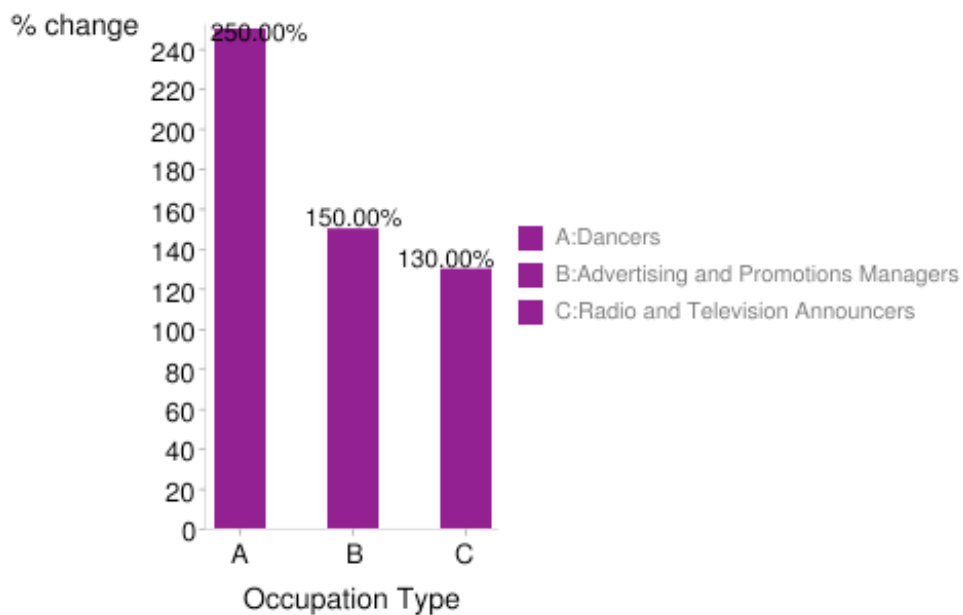
**Top 3 Negative % Change by Occupation, 2007-2009**



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 109

**Top 3 Positive % Change by Occupation, 2007-2009**



Source: Economic Modeling Specialists, Inc. Complete Employment

**Table# 53**  
**Southwest ESA, Jobs by LQ, 2008-2009**

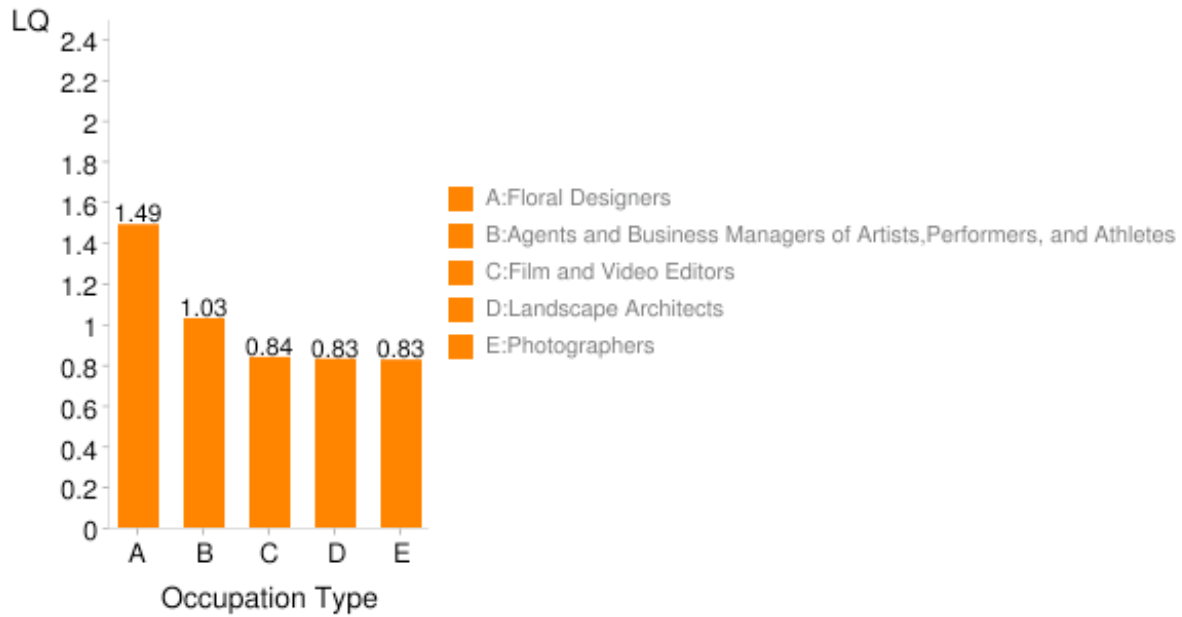
Regions : Beaver, Garfield, Iron, Kane, Washington

<b>Occupation Type</b>	<b>2008 State LQ</b>	<b>2009 State LQ</b>	<b>2008 National LQ</b>	<b>2009 National LQ</b>
Actors	0.57	0.63	0.44	0.47
Advertising and Promotions Managers	0.31	0.66	0.20	0.46
Agents and Business Managers of Artists,Performers, and Athletes	1.03	0.95	0.91	0.81
Architects, Except Landscape and Naval	0.48	0.65	0.48	0.51
Art Directors	0.69	0.75	0.68	0.66
Audio and Video Equipment Technicians	0.40	0.33	0.42	0.36
Broadcast Technicians	0.32	0.34	0.35	0.34
Camera Operators, Television, Video, and Motion Picture	0.77	0.82	0.71	0.75
Choreographers	0.53	0.62	0.47	0.37
Commercial and Industrial Designers	0.43	0.53	0.50	0.67
Dancers	0.36	0.85	0.36	1.07
Directors, Religious Activities	0.05	0.07	0.06	0.08
Editors	0.46	0.61	0.46	0.48
Fashion Designers	0.69	0.76	0.59	0.66
Film and Video Editors	0.84	0.53	1.05	0.51
Fine Artists including Painters, Sculptors, and Illustrators	0.79	0.85	0.83	0.88
Floral Designers	1.49	0.81	1.74	1.03
Graphic Designers	0.81	0.64	1.07	0.82
Interior Designers	0.29	0.71	0.38	0.71
Landscape Architects	0.83	0.97	0.75	0.86
Librarians	0.82	1.11	0.64	0.86
Media and Communication Equipment Workers, All Other	0.66	0.58	0.74	0.56
Media and Communication Workers, All Other	0.82	0.77	0.77	0.71
Multi-Media Artists and Animators	0.66	0.80	0.67	0.74
Music Directors and Composers	0.56	0.50	0.60	0.50
Musical Instrument Repairers and Tuners	0.72	1.12	0.66	1.13
Musicians and Singers	0.42	0.44	0.45	0.44
Photographers	0.83	0.75	0.88	0.81
Producers and Directors	0.61	0.45	0.58	0.39
Public Relations Managers	0.58	0.37	0.46	0.30
Public Relations Specialists	0.46	0.63	0.47	0.71
Radio and Television Announcers	0.56	1.47	0.50	1.36
Set and Exhibit Designers	0.65	0.44	0.68	0.78
Sound Engineering Technicians	0.73	0.39	0.54	0.29
Technical Writers	0.66	0.37	0.99	0.55
Writers and Authors	0.73	0.81	0.72	0.76

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 110

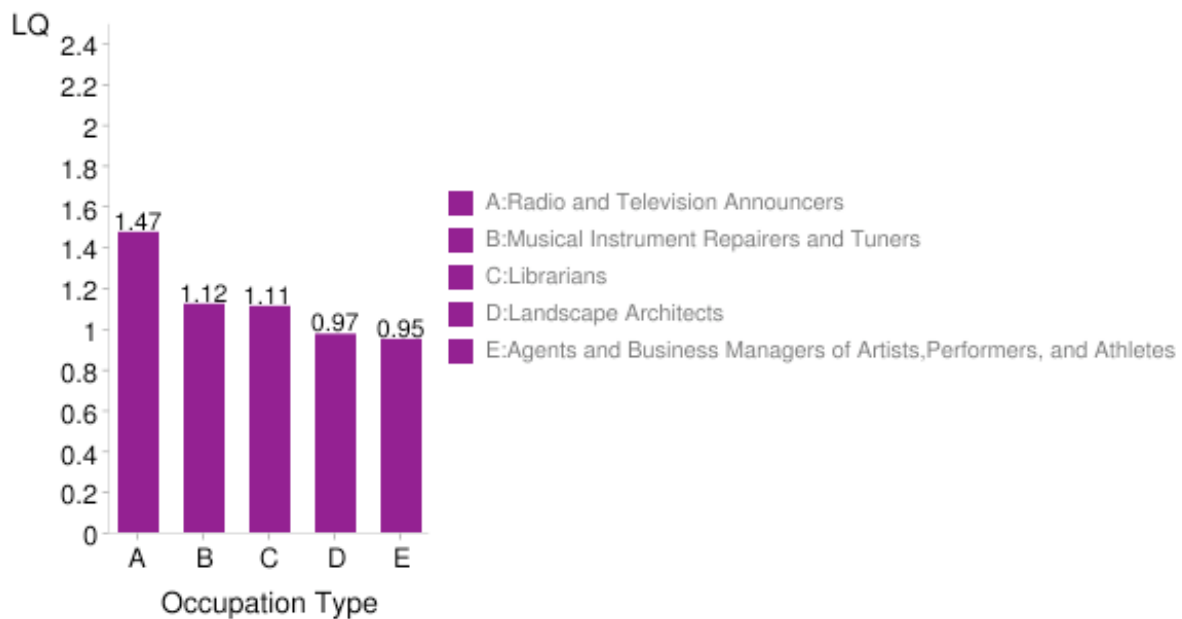
**Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2008**



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 111

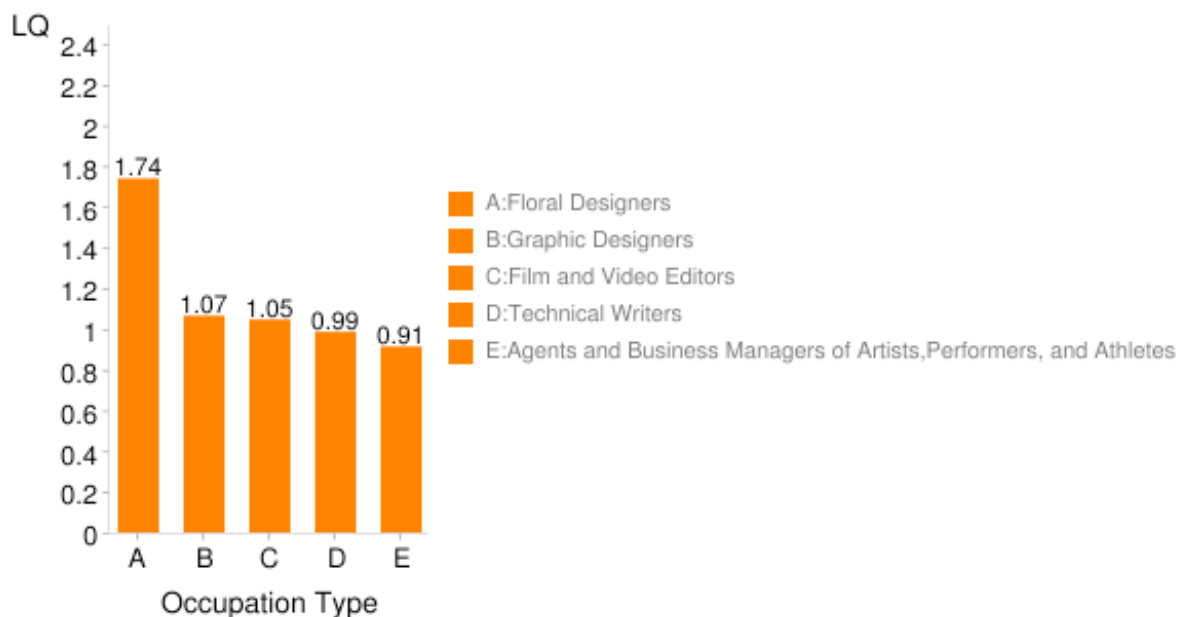
**Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2009**



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 112

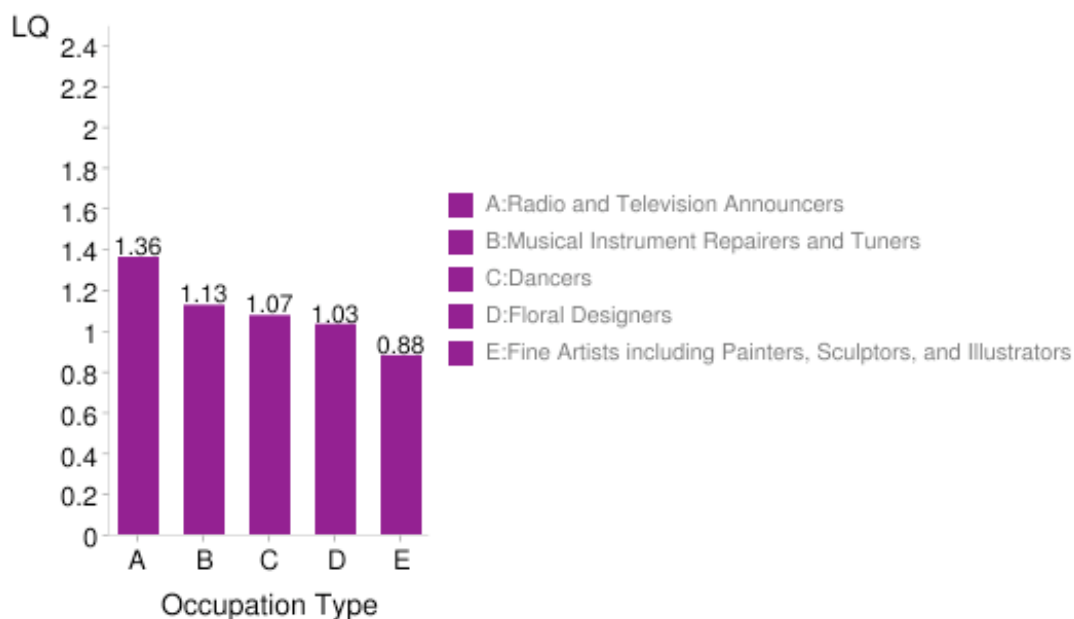
### Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2008



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 113

### Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2009



Source: Economic Modeling Specialists, Inc. Complete Employment

#### Utah ESA Occupational Information

Between 2007 and 2009, the Utah ESA experienced a job loss rate of 12.86%, resulting in 35 five lost jobs. In 2009, the ESA reported 241 total jobs within the creative economy, and an occupational index value of 0.33. From 2007 to 2009 camera operators and sound engineering technicians had a high percentage of jobs lost, whereas public relations specialists and musical instrument repairers and tuners reported rapid gains in employment. Musical instrument repairers and tuners as well as floral designers had high LQs.

**Table# 54**  
**Uintah ESA, Jobs by Occupation, 2007-2009**

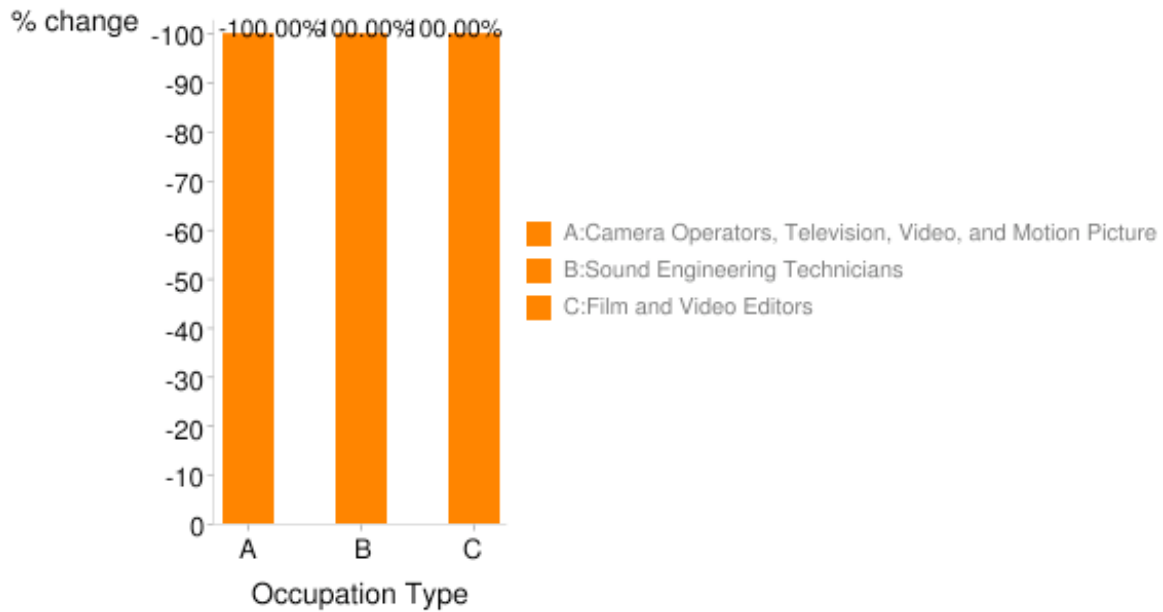
Regions : Daggett, Duchesne, Uintah

<b>Occupation Type</b>	<b>2007 Jobs</b>	<b>2008 Jobs</b>	<b>2009 Jobs</b>	<b>%Change</b>
Actors	4	4	3	-25.00
Advertising and Promotions Managers	4	0	1	-75.00
Agents and Business Managers of Artists,Performers, and Athletes	2	2	2	0.00
Architects, Except Landscape and Naval	4	5	8	100.00
Art Directors	7	7	7	0.00
Audio and Video Equipment Technicians	7	4	4	-42.86
Broadcast Technicians	2	1	1	-50.00
Camera Operators, Television, Video, and Motion Picture	2	3	0	-100.00
Choreographers	2	2	1	-50.00
Commercial and Industrial Designers	3	3	3	0.00
Dancers	0	0	2	0.00
Directors, Religious Activities	2	3	2	0.00
Editors	6	6	4	-33.33
Fashion Designers	3	3	3	0.00
Film and Video Editors	5	4	0	-100.00
Fine Artists including Painters, Sculptors, and Illustrators	7	7	7	0.00
Floral Designers	23	23	18	-21.74
Graphic Designers	24	12	12	-50.00
Interior Designers	4	3	5	25.00
Landscape Architects	4	4	5	25.00
Librarians	16	7	16	0.00
Media and Communication Equipment Workers, All Other	1	2	1	0.00
Media and Communication Workers, All Other	8	8	8	0.00
Multi-Media Artists and Animators	7	7	7	0.00
Music Directors and Composers	9	11	9	0.00
Musical Instrument Repairers and Tuners	1	1	2	100.00
Musicians and Singers	11	11	9	-18.18
Photographers	55	50	55	0.00
Producers and Directors	8	7	3	-62.50
Public Relations Managers	3	2	2	-33.33
Public Relations Specialists	5	6	12	140.00
Radio and Television Announcers	5	3	4	-20.00
Set and Exhibit Designers	4	3	3	-25.00
Sound Engineering Technicians	1	2	0	-100.00
Technical Writers	4	7	2	-50.00
Writers and Authors	23	22	20	-13.04
<b>Total</b>	<b>276</b>	<b>245</b>	<b>241</b>	<b>-12.68</b>

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 114

**Top 3 Negative % Change by Occupation, 2007-2009**



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 115

**Top 3 Positive % Change by Occupation, 2007-2009**



Source: Economic Modeling Specialists, Inc. Complete Employment

**Table# 55**  
**Uintah ESA, Jobs by LQ, 2008-2009**

Regions : Daggett, Duchesne, Uintah

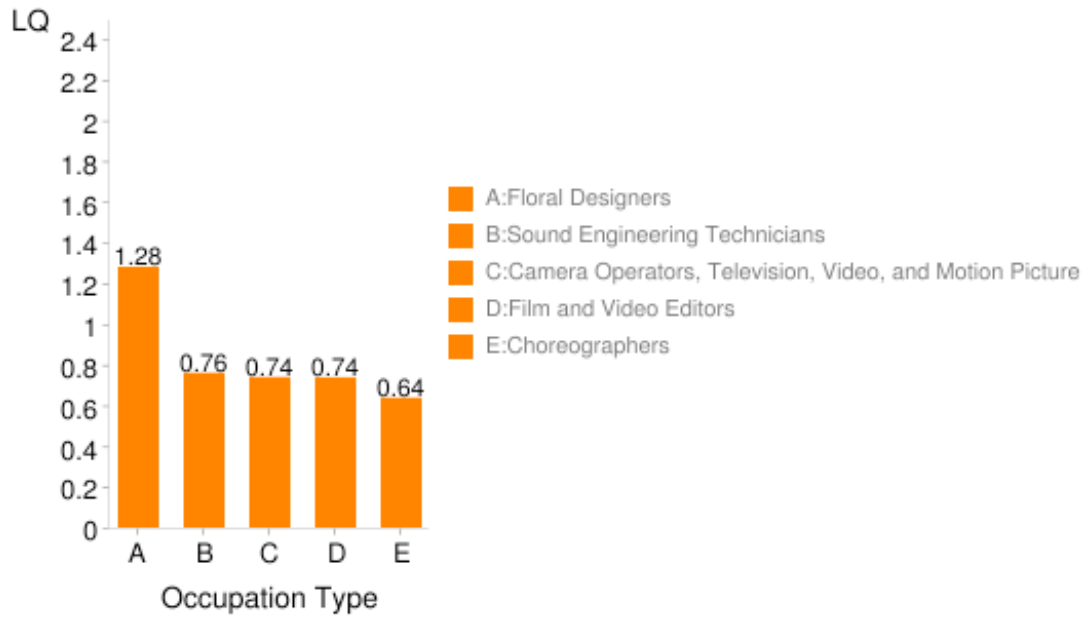
<b>Occupation Type</b>	<b>2008 State LQ</b>	<b>2009 State LQ</b>	<b>2008 National LQ</b>	<b>2009 National LQ</b>
Actors	0.34	0.25	0.26	0.19
Advertising and Promotions Managers	0.00	0.18	0.00	0.12
Agents and Business Managers of Artists,Performers, and Athletes	0.29	0.29	0.26	0.25
Architects, Except Landscape and Naval	0.21	0.44	0.21	0.35
Art Directors	0.35	0.37	0.34	0.32
Audio and Video Equipment Technicians	0.48	0.40	0.50	0.44
Broadcast Technicians	0.15	0.17	0.16	0.17
Camera Operators, Television, Video, and Motion Picture	0.74	0.00	0.69	0.00
Choreographers	0.64	0.41	0.56	0.25
Commercial and Industrial Designers	0.21	0.19	0.25	0.24
Dancers	0.00	0.48	0.00	0.61
Directors, Religious Activities	0.12	0.08	0.15	0.10
Editors	0.24	0.19	0.24	0.15
Fashion Designers	0.38	0.34	0.32	0.29
Film and Video Editors	0.74	0.00	0.92	0.00
Fine Artists including Painters, Sculptors, and Illustrators	0.41	0.38	0.44	0.39
Floral Designers	1.28	0.88	1.49	1.12
Graphic Designers	0.22	0.23	0.29	0.29
Interior Designers	0.15	0.33	0.20	0.33
Landscape Architects	0.48	0.59	0.43	0.52
Librarians	0.34	0.78	0.27	0.60
Media and Communication Equipment Workers, All Other	0.46	0.29	0.52	0.28
Media and Communication Workers, All Other	0.43	0.38	0.41	0.35
Multi-Media Artists and Animators	0.34	0.36	0.35	0.33
Music Directors and Composers	0.36	0.25	0.39	0.25
Musical Instrument Repairers and Tuners	0.43	0.89	0.40	0.89
Musicians and Singers	0.26	0.20	0.27	0.21
Photographers	0.42	0.40	0.45	0.42
Producers and Directors	0.36	0.16	0.34	0.14
Public Relations Managers	0.25	0.24	0.20	0.20
Public Relations Specialists	0.13	0.22	0.13	0.25
Radio and Television Announcers	0.42	0.51	0.37	0.47
Set and Exhibit Designers	0.35	0.19	0.37	0.33
Sound Engineering Technicians	0.76	0.00	0.56	0.00
Technical Writers	0.49	0.14	0.74	0.21
Writers and Authors	0.39	0.34	0.39	0.32

Source: Economic Modeling Specialists, Inc. Complete Employment



Chart# 116

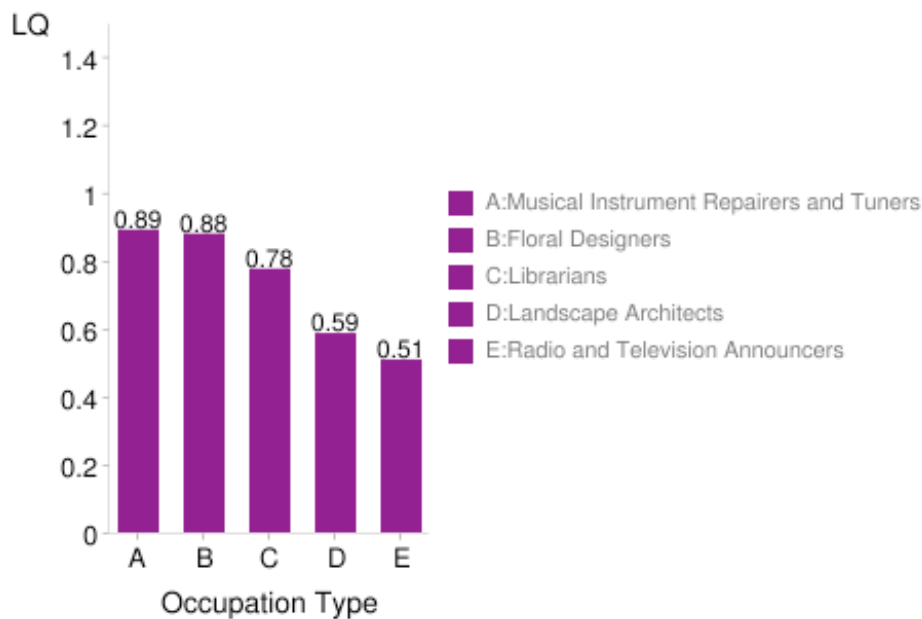
**Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2008**



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 117

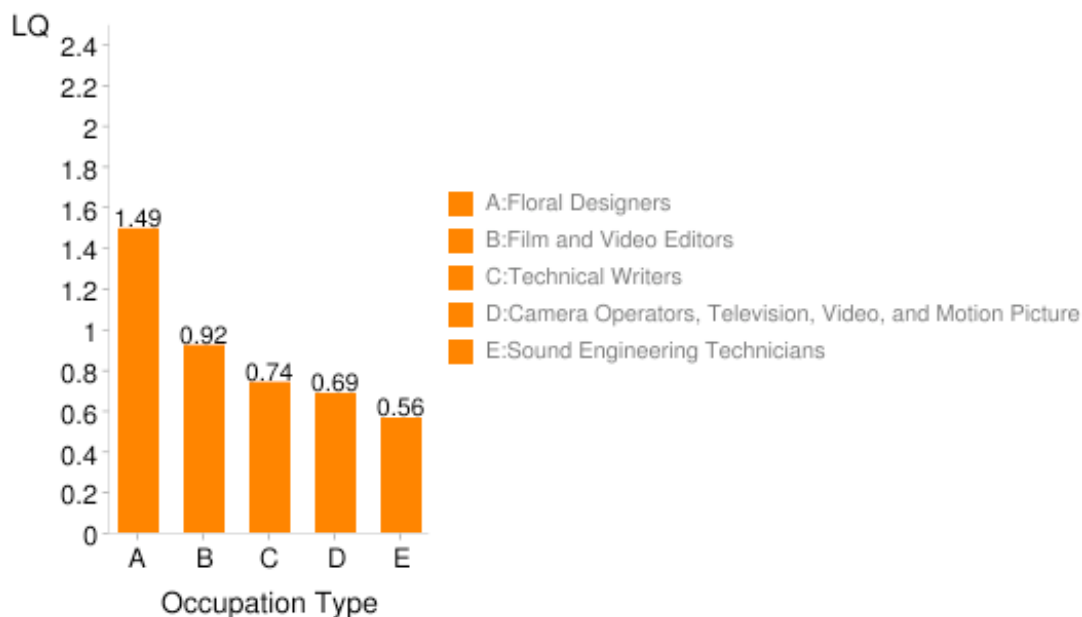
**Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2009**



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 118

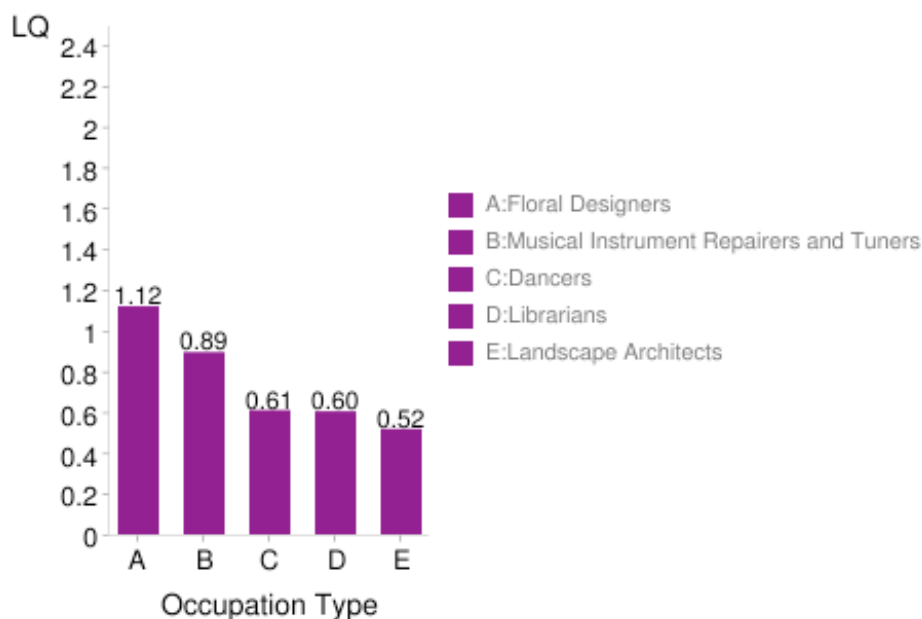
### Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2008



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 119

### Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2009



Source: Economic Modeling Specialists, Inc. Complete Employment

### Wasatch North ESA Occupational Information

In 2009 the ESA reported 5,416 jobs within the creative economy and an occupational index of 0.69.

From 2007 to 2009, the Wasatch North ESA generated 190 new creative jobs at a rate of 3.64%. Also in this three year period, public relation managers and media and communication equipment workers experienced a significant percentage of job growth, while audio and video equipment workers and directors of religious activities lost jobs at a rapid rate.

**Table# 56**  
**Wasatch North ESA, Jobs by Occupation, 2007-2009**

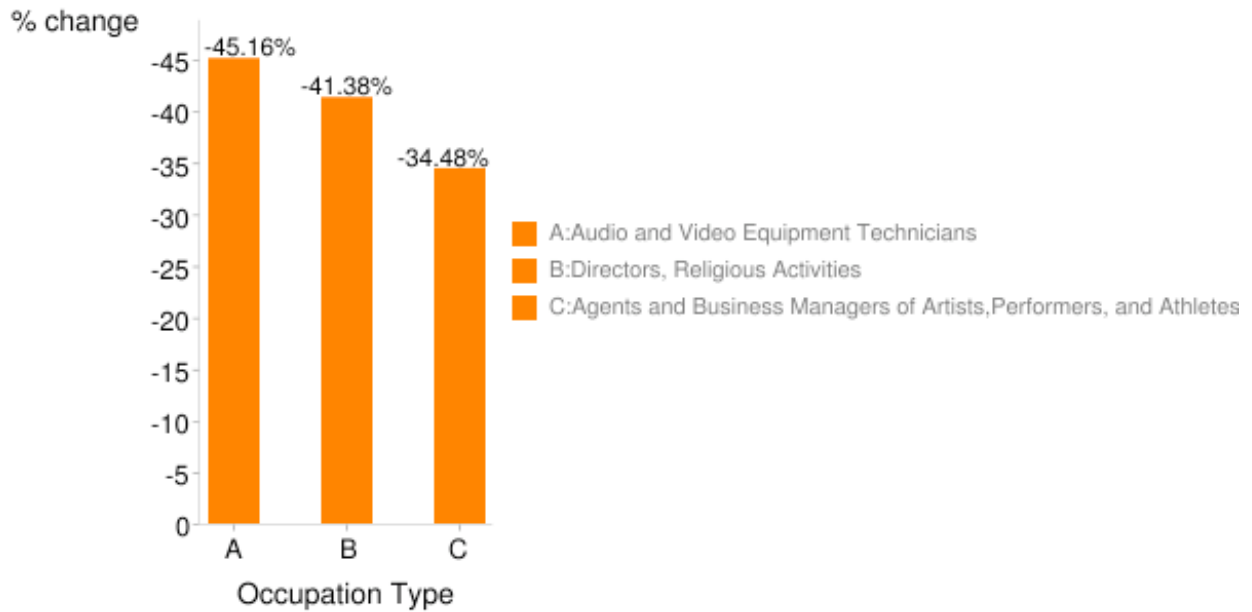
Regions : Davis, Morgan, Weber

<b>Occupation Type</b>	<b>2007 Jobs</b>	<b>2008 Jobs</b>	<b>2009 Jobs</b>	<b>%Change</b>
Actors	82	82	87	6.10
Advertising and Promotions Managers	18	27	40	122.22
Agents and Business Managers of Artists, Performers, and Athletes	87	89	57	-34.48
Architects, Except Landscape and Naval	128	146	129	0.78
Art Directors	174	196	165	-5.17
Audio and Video Equipment Technicians	31	19	17	-45.16
Broadcast Technicians	15	13	10	-33.33
Camera Operators, Television, Video, and Motion Picture	19	23	30	57.89
Choreographers	13	14	17	30.77
Commercial and Industrial Designers	245	203	164	-33.06
Dancers	14	14	25	78.57
Directors, Religious Activities	58	38	34	-41.38
Editors	191	179	127	-33.51
Fashion Designers	70	71	82	17.14
Film and Video Editors	26	30	24	-7.69
Fine Artists including Painters, Sculptors, and Illustrators	147	153	172	17.01
Floral Designers	228	216	191	-16.23
Graphic Designers	360	378	402	11.67
Interior Designers	85	92	108	27.06
Landscape Architects	79	89	95	20.25
Librarians	89	139	65	-26.97
Media and Communication Equipment Workers, All Other	12	17	32	166.67
Media and Communication Workers, All Other	169	169	193	14.20
Multi-Media Artists and Animators	150	158	178	18.67
Music Directors and Composers	205	213	224	9.27
Musical Instrument Repairers and Tuners	32	25	27	-15.63
Musicians and Singers	226	228	230	1.77
Photographers	1,144	1,155	1,272	11.19
Producers and Directors	99	106	97	-2.02
Public Relations Managers	8	8	34	325.00
Public Relations Specialists	287	319	282	-1.74
Radio and Television Announcers	30	30	27	-10.00
Set and Exhibit Designers	80	72	83	3.75
Sound Engineering Technicians	9	13	9	0.00
Technical Writers	129	150	146	13.18
Writers and Authors	487	520	541	11.09
<b>Total</b>	<b>5,226</b>	<b>5,394</b>	<b>5,416</b>	<b>3.64</b>

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 120

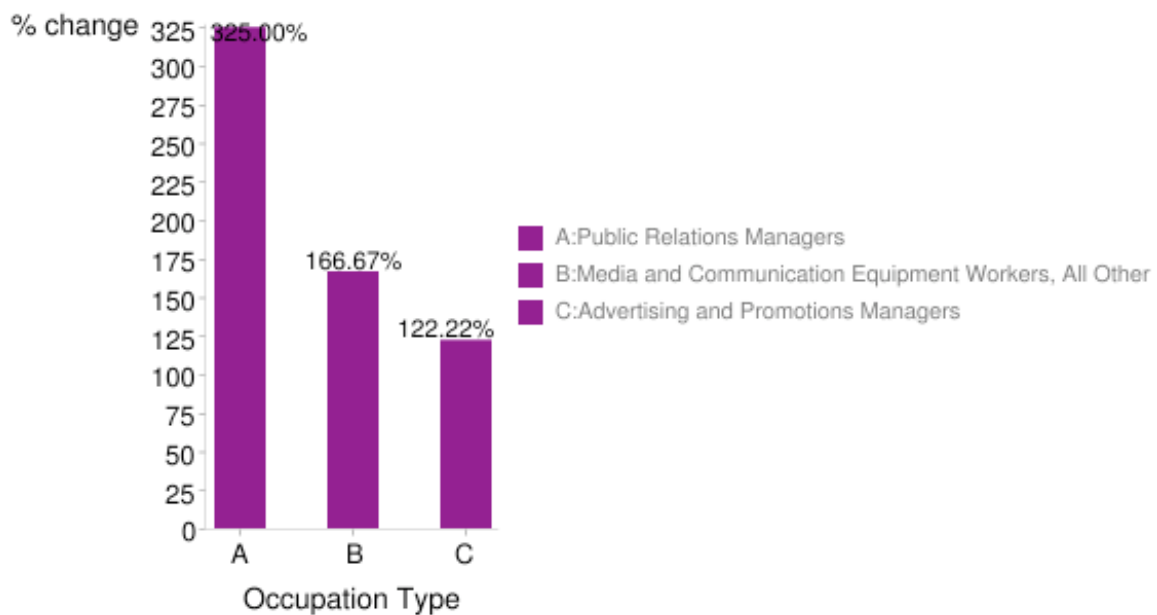
**Top 3 Negative % Change by Occupation, 2007-2009**



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 121

**Top 3 Positive % Change by Occupation, 2007-2009**



Source: Economic Modeling Specialists, Inc. Complete Employment

**Table# 57**  
**Wasatch North ESA, Jobs by LQ, 2008-2009**

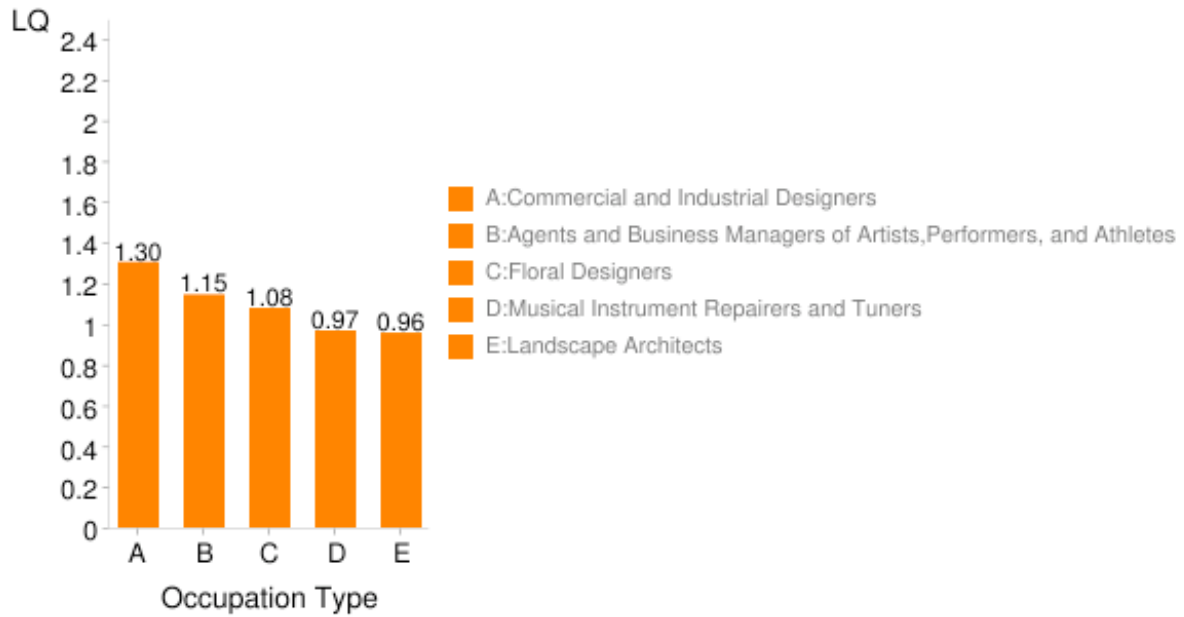
Regions : Davis, Morgan, Weber

<b>Occupation Type</b>	<b>2008 State LQ</b>	<b>2009 State LQ</b>	<b>2008 National LQ</b>	<b>2009 National LQ</b>
Actors	0.63	0.68	0.48	0.51
Advertising and Promotions Managers	0.45	0.65	0.29	0.45
Agents and Business Managers of Artists,Performers, and Athletes	1.15	0.77	1.02	0.66
Architects, Except Landscape and Naval	0.55	0.66	0.56	0.52
Art Directors	0.88	0.81	0.86	0.71
Audio and Video Equipment Technicians	0.20	0.16	0.21	0.18
Broadcast Technicians	0.17	0.16	0.19	0.16
Camera Operators, Television, Video, and Motion Picture	0.51	0.70	0.47	0.64
Choreographers	0.40	0.65	0.35	0.39
Commercial and Industrial Designers	1.30	0.96	1.54	1.22
Dancers	0.38	0.56	0.38	0.71
Directors, Religious Activities	0.13	0.13	0.17	0.15
Editors	0.63	0.57	0.63	0.45
Fashion Designers	0.80	0.86	0.68	0.74
Film and Video Editors	0.50	0.52	0.62	0.50
Fine Artists including Painters, Sculptors, and Illustrators	0.81	0.87	0.86	0.90
Floral Designers	1.08	0.87	1.26	1.10
Graphic Designers	0.62	0.71	0.82	0.90
Interior Designers	0.41	0.66	0.55	0.66
Landscape Architects	0.96	1.04	0.86	0.92
Librarians	0.61	0.29	0.47	0.23
Media and Communication Equipment Workers, All Other	0.35	0.86	0.40	0.82
Media and Communication Workers, All Other	0.82	0.86	0.78	0.80
Multi-Media Artists and Animators	0.70	0.85	0.71	0.79
Music Directors and Composers	0.63	0.57	0.67	0.58
Musical Instrument Repairers and Tuners	0.97	1.12	0.89	1.12
Musicians and Singers	0.47	0.49	0.51	0.50
Photographers	0.87	0.85	0.93	0.91
Producers and Directors	0.49	0.47	0.46	0.41
Public Relations Managers	0.09	0.38	0.07	0.32
Public Relations Specialists	0.61	0.49	0.62	0.56
Radio and Television Announcers	0.37	0.32	0.33	0.30
Set and Exhibit Designers	0.76	0.49	0.80	0.85
Sound Engineering Technicians	0.44	0.32	0.33	0.24
Technical Writers	0.95	0.94	1.42	1.41
Writers and Authors	0.83	0.85	0.82	0.80

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 122

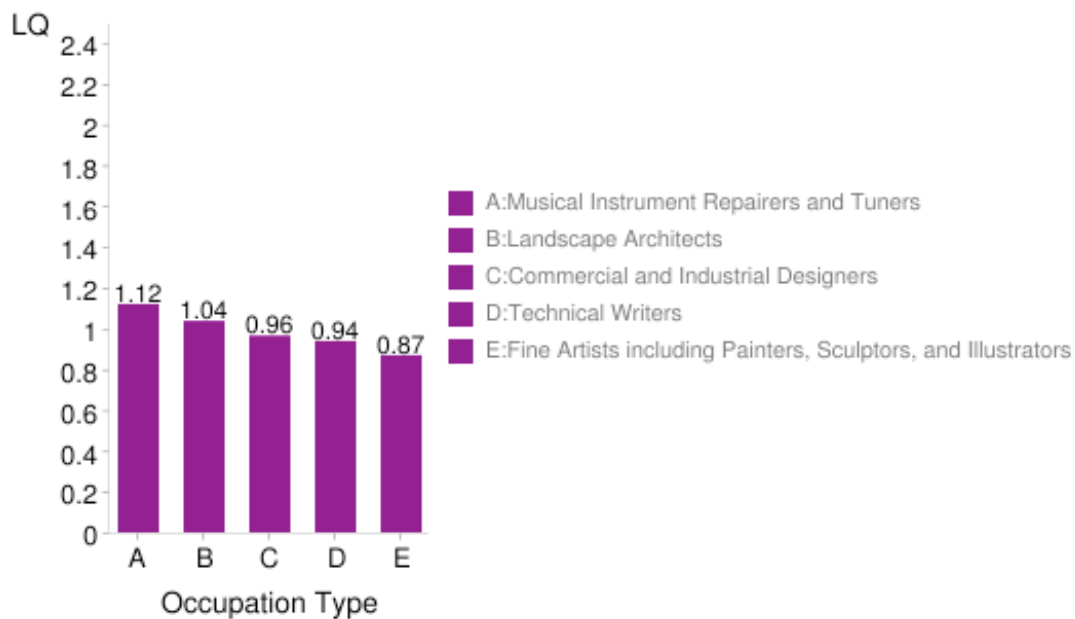
Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2008



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 123

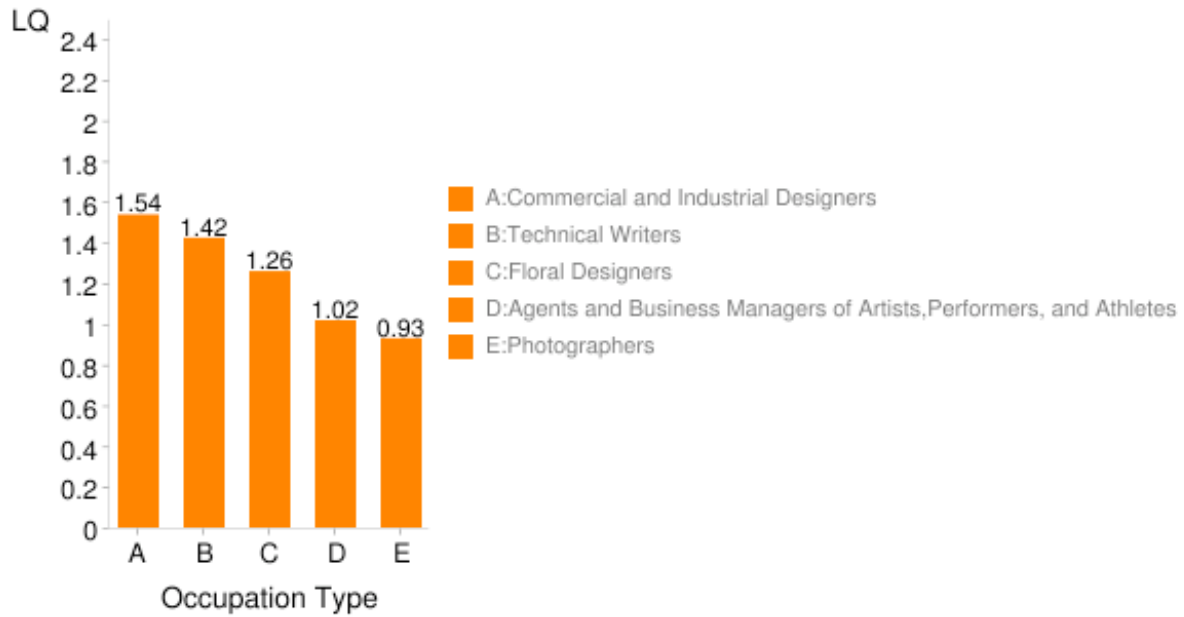
Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2009



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 124

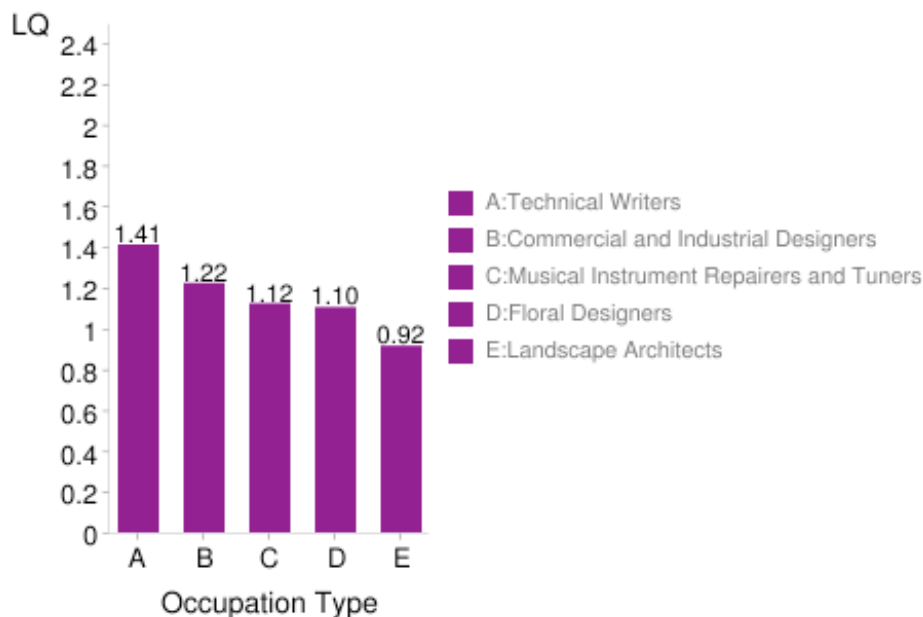
### Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2008



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 125

### Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2009



Source: Economic Modeling Specialists, Inc. Complete Employment

#### Wasatch South ESA Occupational Information

The ESA lost jobs at a rate of 1.76% which resulted in the elimination of 393 jobs related to the creative economy. In 2009, the Wasatch South ESA reported 21,900 creative jobs and occupational index value of 1.37. Dancers and interior designers reported decreases in jobs at a rapid rate. Sound engineering technicians, and commercial and industrial designers gained jobs.

**Table# 58**  
**Wasatch South ESA, Jobs by Occupation, 2007-2009**

Regions : Salt Lake, Tooele

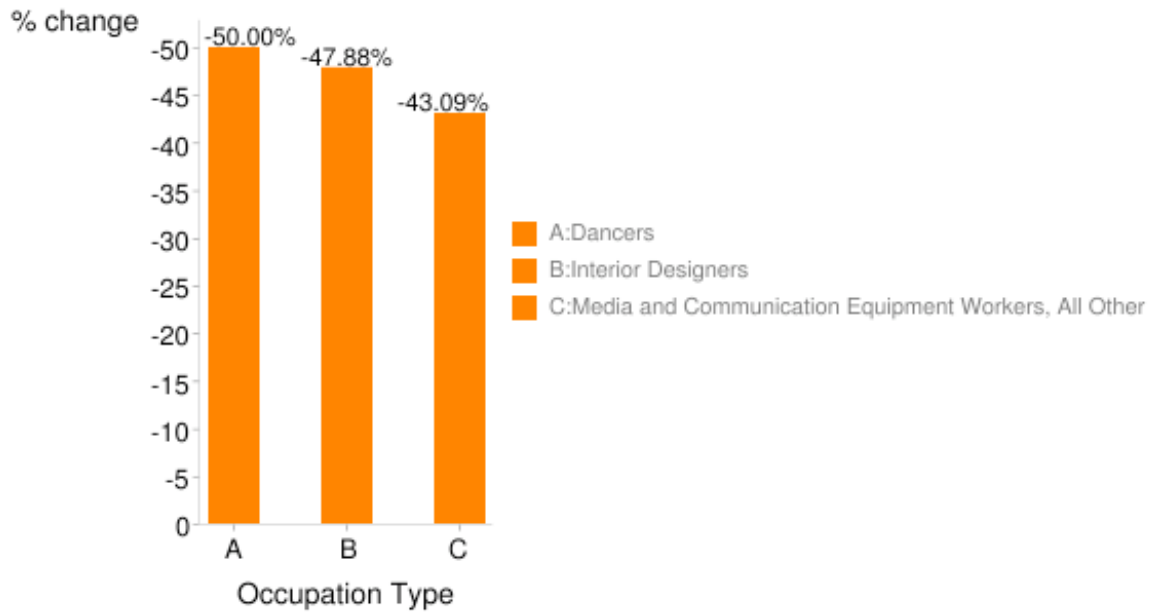
Occupation Type	2007 Jobs	2008 Jobs	2009 Jobs	%Change
Actors	276	354	340	23.19
Advertising and Promotions Managers	225	211	179	-20.44
Agents and Business Managers of Artists, Performers, and Athletes	134	142	176	31.34
Architects, Except Landscape and Naval	961	920	608	-36.73
Art Directors	544	556	483	-11.21
Audio and Video Equipment Technicians	580	356	436	-24.83
Broadcast Technicians	281	306	262	-6.76
Camera Operators, Television, Video, and Motion Picture	116	115	111	-4.31
Choreographers	81	108	57	-29.63
Commercial and Industrial Designers	316	359	450	42.41
Dancers	236	116	118	-50.00
Directors, Religious Activities	1,419	1,408	1,279	-9.87
Editors	598	811	647	8.19
Fashion Designers	220	217	217	-1.36
Film and Video Editors	167	154	123	-26.35
Fine Artists including Painters, Sculptors, and Illustrators	384	439	418	8.85
Floral Designers	361	400	493	36.57
Graphic Designers	1,581	1,582	1,525	-3.54
Interior Designers	779	802	406	-47.88
Landscape Architects	234	216	203	-13.25
Librarians	570	536	491	-13.86
Media and Communication Equipment Workers, All Other	181	149	103	-43.09
Media and Communication Workers, All Other	475	470	494	4.00
Multi-Media Artists and Animators	658	611	443	-32.67
Music Directors and Composers	1,017	1,033	1,265	24.39
Musical Instrument Repairers and Tuners	63	55	51	-19.05
Musicians and Singers	1,791	1,700	1,628	-9.10
Photographers	2,960	2,982	3,382	14.26
Producers and Directors	585	609	577	-1.37
Public Relations Managers	278	327	338	21.58
Public Relations Specialists	1,454	1,690	1,814	24.76
Radio and Television Announcers	315	279	271	-13.97
Set and Exhibit Designers	483	235	570	18.01
Sound Engineering Technicians	63	76	94	49.21
Technical Writers	525	410	428	-18.48
Writers and Authors	1,382	1,422	1,420	2.75
<b>Total</b>	<b>22,293</b>	<b>22,156</b>	<b>21,900</b>	<b>-1.76</b>

Source: Economic Modeling Specialists, Inc. Complete Employment



Chart# 126

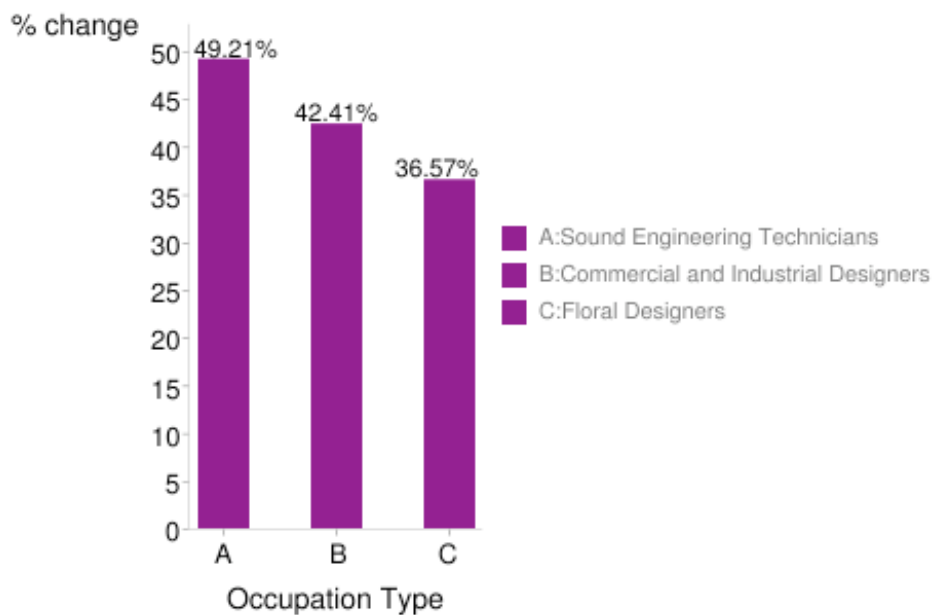
**Top 3 Negative % Change by Occupation, 2007-2009**



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 127

**Top 3 Positive % Change by Occupation, 2007-2009**



Source: Economic Modeling Specialists, Inc. Complete Employment

**Table# 59**  
**Wasatch South ESA, Jobs by LQ, 2008-2009**

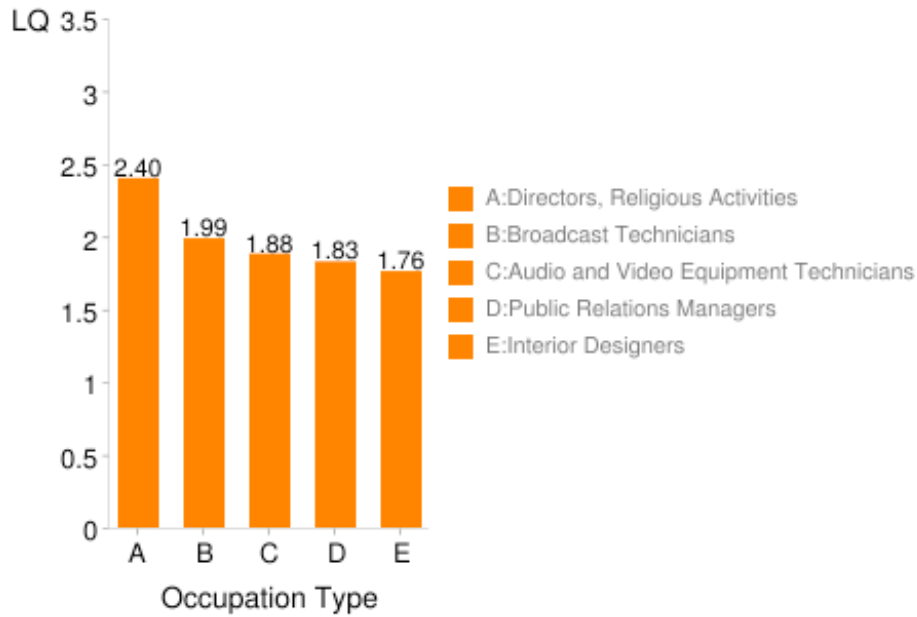
Regions : Salt Lake, Tooele

<b>Occupation Type</b>	<b>2008 State LQ</b>	<b>2009 State LQ</b>	<b>2008 National LQ</b>	<b>2009 National LQ</b>
Actors	1.33	1.32	1.03	0.98
Advertising and Promotions Managers	1.74	1.45	1.13	1.00
Agents and Business Managers of Artists,Performers, and Athletes	0.90	1.18	0.80	1.01
Architects, Except Landscape and Naval	1.72	1.53	1.73	1.22
Art Directors	1.23	1.17	1.20	1.03
Audio and Video Equipment Technicians	1.88	2.00	1.96	2.24
Broadcast Technicians	1.99	2.05	2.23	2.06
Camera Operators, Television, Video, and Motion Picture	1.25	1.28	1.16	1.17
Choreographers	1.52	1.08	1.33	0.65
Commercial and Industrial Designers	1.14	1.31	1.34	1.66
Dancers	1.56	1.31	1.55	1.66
Directors, Religious Activities	2.40	2.43	3.10	2.82
Editors	1.42	1.44	1.40	1.13
Fashion Designers	1.20	1.13	1.02	0.97
Film and Video Editors	1.26	1.33	1.57	1.28
Fine Artists including Painters, Sculptors, and Illustrators	1.14	1.05	1.21	1.09
Floral Designers	0.98	1.11	1.15	1.41
Graphic Designers	1.28	1.33	1.68	1.69
Interior Designers	1.76	1.22	2.35	1.22
Landscape Architects	1.14	1.10	1.03	0.97
Librarians	1.16	1.10	0.90	0.85
Media and Communication Equipment Workers, All Other	1.52	1.37	1.71	1.31
Media and Communication Workers, All Other	1.12	1.09	1.06	1.01
Multi-Media Artists and Animators	1.33	1.04	1.36	0.97
Music Directors and Composers	1.50	1.60	1.60	1.62
Musical Instrument Repairers and Tuners	1.05	1.05	0.97	1.05
Musicians and Singers	1.74	1.71	1.88	1.74
Photographers	1.11	1.12	1.18	1.20
Producers and Directors	1.38	1.39	1.31	1.21
Public Relations Managers	1.83	1.88	1.47	1.57
Public Relations Specialists	1.59	1.56	1.61	1.78
Radio and Television Announcers	1.71	1.59	1.53	1.47
Set and Exhibit Designers	1.23	1.66	1.29	2.90
Sound Engineering Technicians	1.28	1.66	0.95	1.26
Technical Writers	1.28	1.36	1.92	2.05
Writers and Authors	1.11	1.11	1.10	1.04

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 128

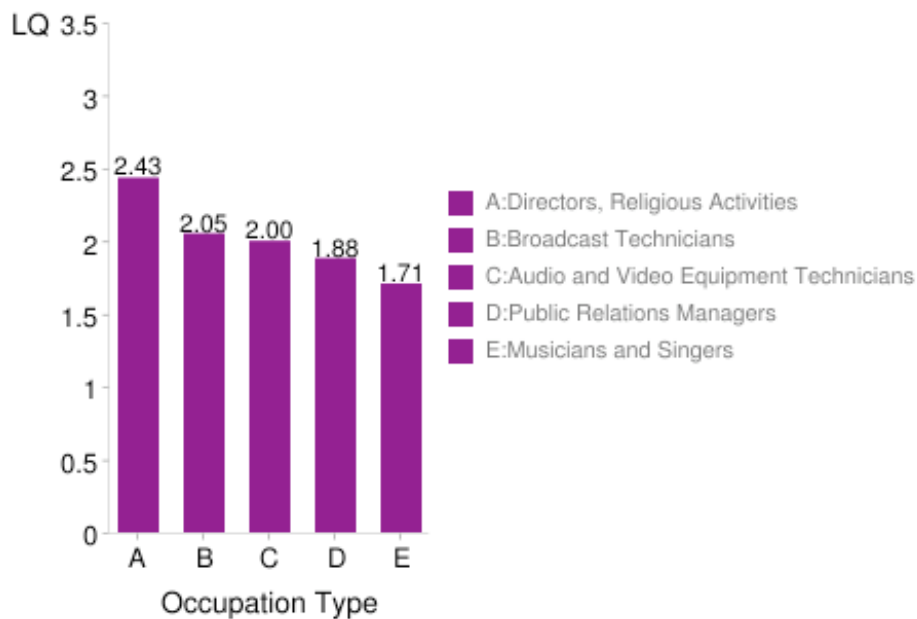
**Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2008**



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 129

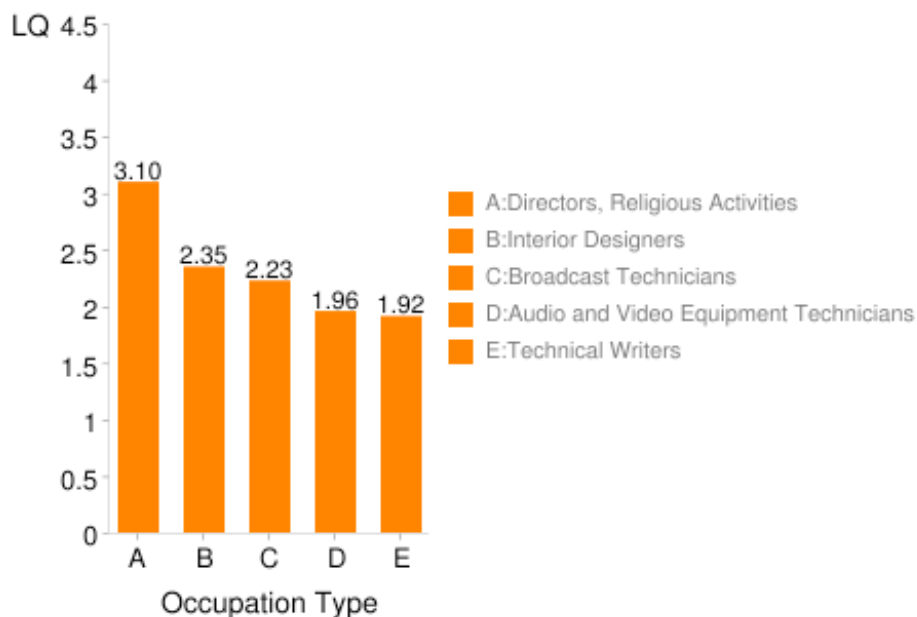
**Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2009**



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 130

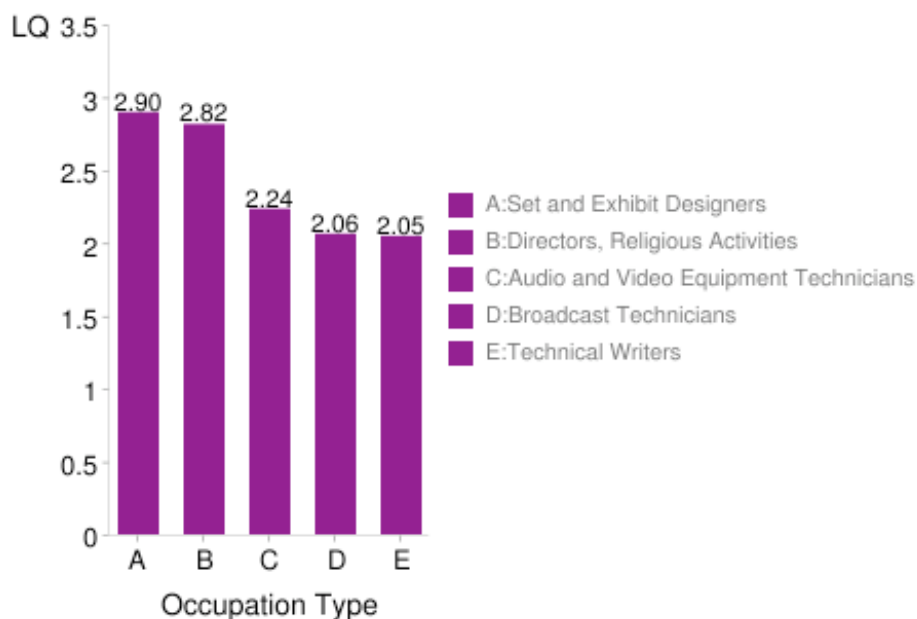
### Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2008



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 131

### Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2009



Source: Economic Modeling Specialists, Inc. Complete Employment

### Utah, Arts Organization by Type, 2007-2009

The State of Utah reported 269 arts-related organizations within the 2009 data. This was an increase from 231 organizations reported in 2008. In 2009, theater organizations showed the largest proportional share of arts organizations followed by arts and culture organizations and singing and choral groups. Historical organizations made up the largest proportional share of the region's arts-active organizations.

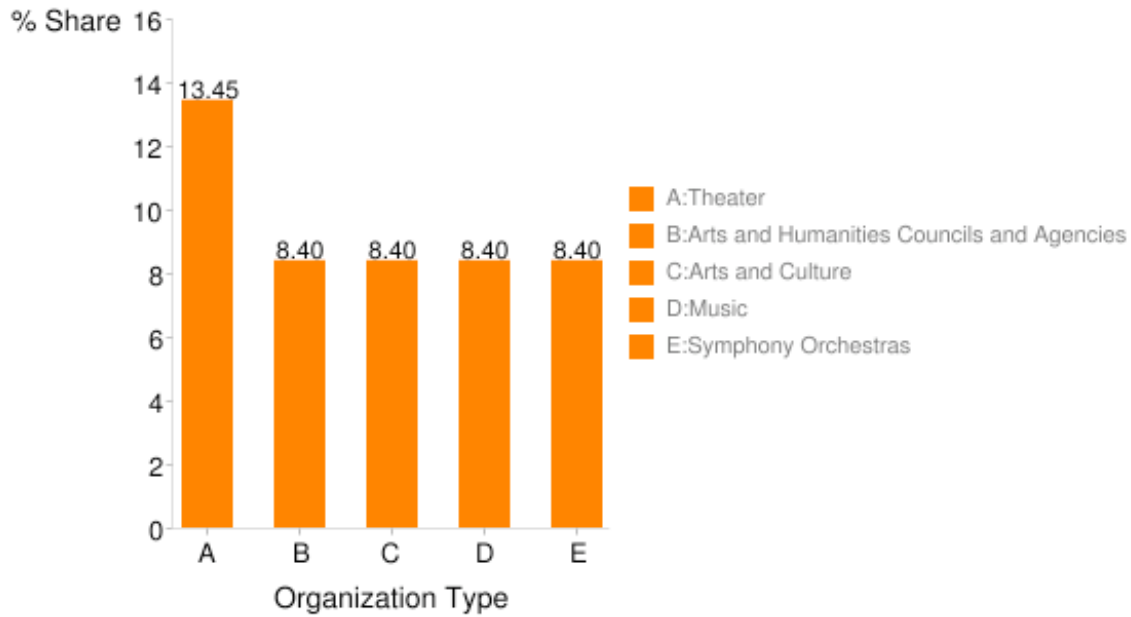
**Table# 60**  
**Utah, Arts Organizations, 2008**

Regions : Utah

<b>Arts Organizations 2008</b>	<b>Number</b>	<b>Share</b>	<b>Arts-Active Organizations 2008</b>	<b>Number</b>	<b>Share</b>
Art Museums	2	1.68%	Other Arts & Culture Organizations	4	3.57%
Arts & Culture	10	8.40%	Fund Raising & Fund Distribution	8	7.14%
Arts & Humanities Councils & Agencies	10	8.40%	Management & Technical Assistance	1	0.89%
Arts Education	5	4.20%	Professional Societies & Associations	2	1.79%
Arts Services	0	0.00%	Single Organization Support	6	5.36%
Alliances & Advocacy	2	1.68%	Other Arts & Culture Support Organizations	3	2.68%
Ballet	6	5.04%	Children's Museums	1	0.89%
Bands & Ensembles	5	4.20%	Commemorative Events	3	2.68%
Dance	9	7.56%	Community Celebrations	2	1.79%
Film & Video	6	5.04%	Cultural/Ethnic Awareness	14	12.50%
Folk Arts	1	0.84%	Fairs	3	2.68%
Music	10	8.40%	Folk Arts Museums	0	0.00%
Opera	3	2.52%	Historical Organizations	15	13.39%
Performing Arts	4	3.36%	Historical Societies & Historic Preservation	10	8.93%
Performing Arts Centers	3	2.52%	History Museums	6	5.36%
Singing & Choral Groups	10	8.40%	Humanities	10	8.93%
Symphony Orchestras	10	8.40%	Media & Communications	2	1.79%
Theater	16	13.45%	Museums	5	4.46%
Visual Arts	7	5.88%	Natural History & Natural Science Museums	2	1.79%
	0	0.00%	Performing Arts School	6	5.36%
	0	0.00%	Printing & Publishing	3	2.68%
	0	0.00%	Radio	3	2.68%
	0	0.00%	Research Institutes & Public Policy Analysis	0	0.00%
	0	0.00%	Science & Technology Museums	2	1.79%
	0	0.00%	Television	1	0.89%
<b>Totals</b>	<b>119</b>	<b>100%</b>	<b>Totals</b>	<b>112</b>	<b>100%</b>

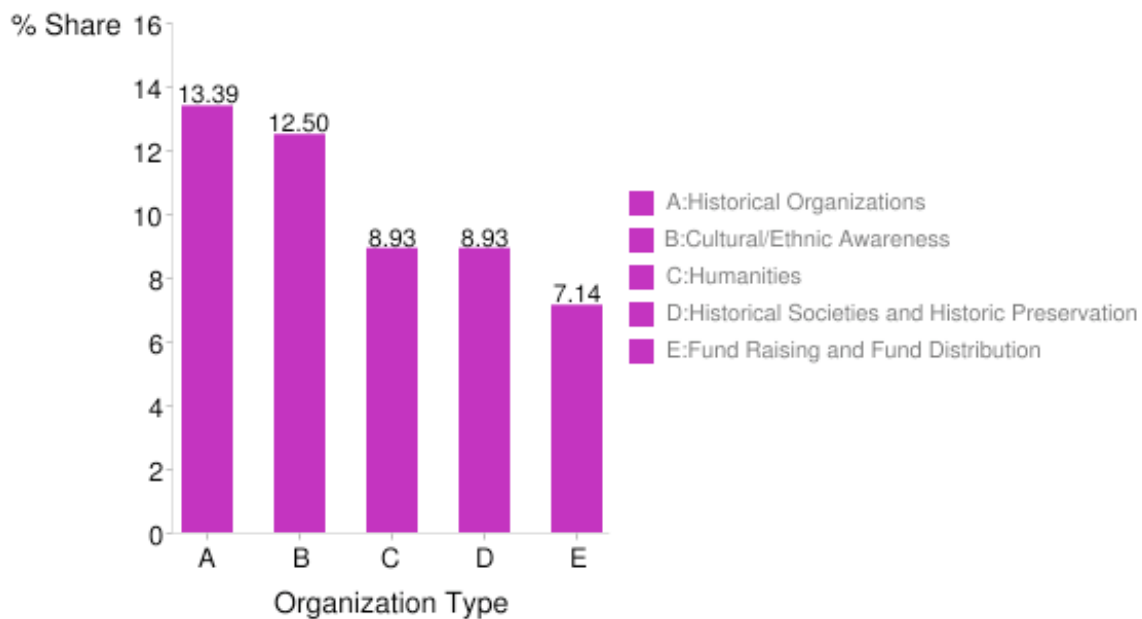
Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

**Chart# 132**  
**Arts Organizations %Share 2008**



Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

**Chart# 133**  
**Arts-Active Organizations %Share 2008**



Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

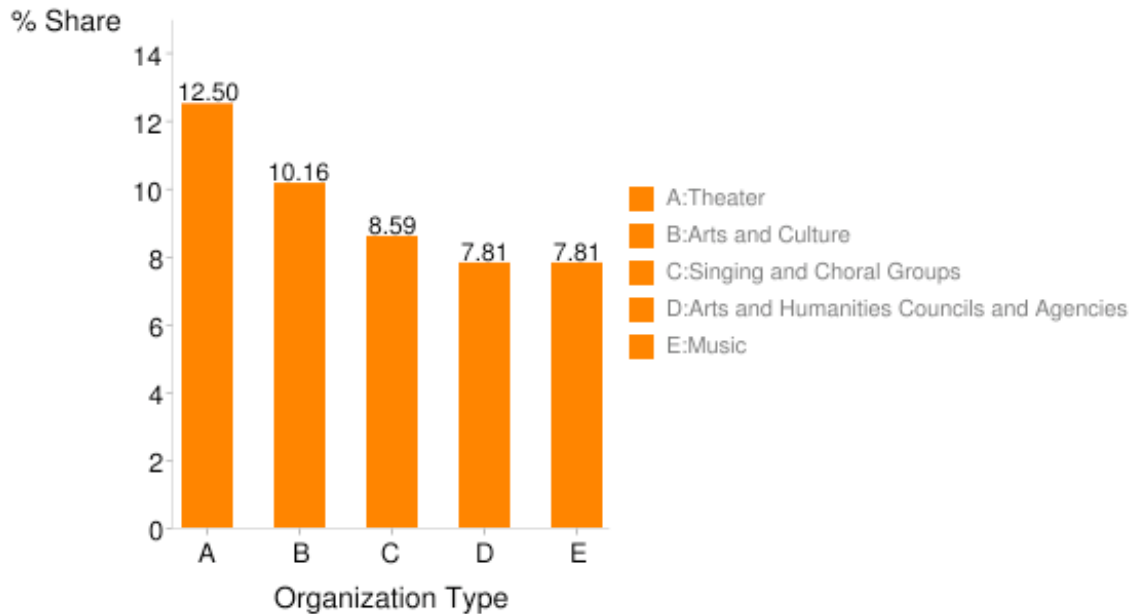
**Table# 61**  
**Utah, Arts Organizations, 2009**

Regions : Utah

<b>Arts Organizations 2009</b>	<b>Number</b>	<b>Share</b>	<b>Arts-Active Organizations 2009</b>	<b>Number</b>	<b>Share</b>
Art Museums	2	1.56%	Other Arts & Culture Organizations	4	3.45%
Arts & Culture	13	10.16%	Fund Raising & Fund Distribution	6	5.17%
Arts & Humanities Councils & Agencies	10	7.81%	Management & Technical Assistance	1	0.86%
Arts Education	6	4.69%	Professional Societies & Associations	2	1.72%
Arts Services	0	0.00%	Single Organization Support	5	4.31%
Alliances & Advocacy	2	1.56%	Other Arts & Culture Support Organizations	3	2.59%
Ballet	8	6.25%	Children's Museums	1	0.86%
Bands & Ensembles	5	3.91%	Commemorative Events	3	2.59%
Dance	10	7.81%	Community Celebrations	2	1.72%
Film & Video	7	5.47%	Cultural/Ethnic Awareness	14	12.07%
Folk Arts	1	0.78%	Fairs	3	2.59%
Music	10	7.81%	Folk Arts Museums	0	0.00%
Opera	3	2.34%	Historical Organizations	15	12.93%
Performing Arts	4	3.13%	Historical Societies & Historic Preservation	13	11.21%
Performing Arts Centers	3	2.34%	History Museums	6	5.17%
Singing & Choral Groups	11	8.59%	Humanities	9	7.76%
Symphony Orchestras	10	7.81%	Media & Communications	3	2.59%
Theater	16	12.50%	Museums	8	6.90%
Visual Arts	7	5.47%	Natural History & Natural Science Museums	3	2.59%
	0	0.00%	Performing Arts School	6	5.17%
	0	0.00%	Printing & Publishing	3	2.59%
	0	0.00%	Radio	3	2.59%
	0	0.00%	Research Institutes & Public Policy Analysis	0	0.00%
	0	0.00%	Science & Technology Museums	2	1.72%
	0	0.00%	Television	1	0.86%
<b>Totals</b>	<b>128</b>	<b>100%</b>	<b>Totals</b>	<b>116</b>	<b>100%</b>

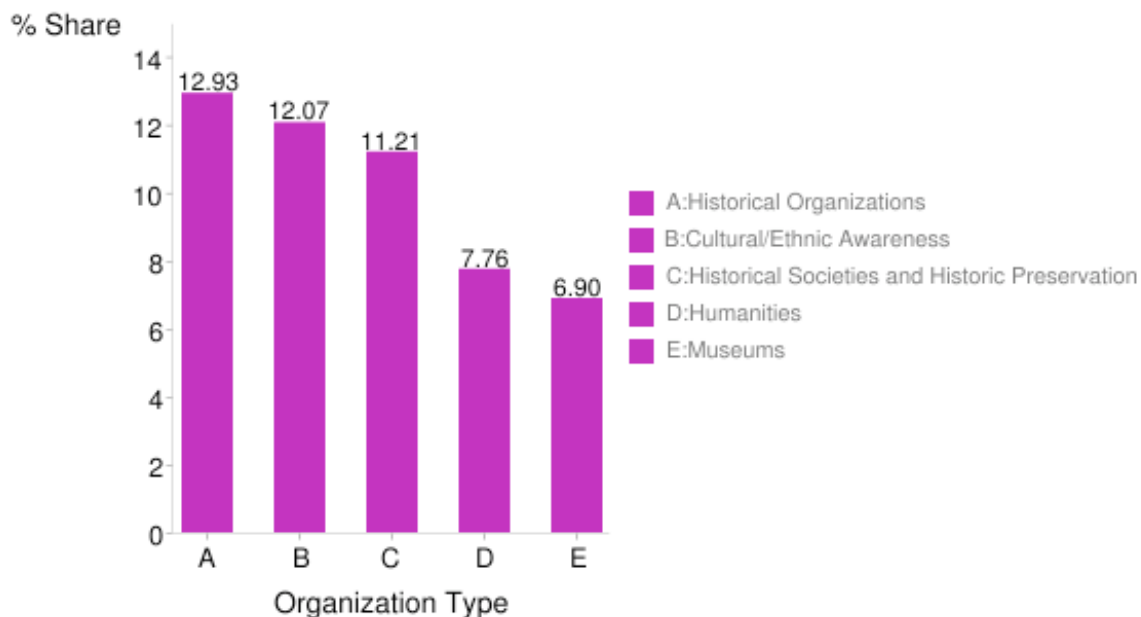
Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

**Chart# 134**  
**Arts Organizations %Share 2009**



Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

**Chart# 135**  
**Arts-Active Organizations %Share 2009**



Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

### Non-profit Arts Organizations by Income and Index, 2008-2009

Arts organizations are generally qualified within the CVI™ as organizations with a primary mission in presenting or serving media that are traditionally categorized as the arts. These types of organizations include the traditionally subsidized arts such as visual arts museums, the symphony, the opera, the ballet and the theater. 2009 data revealed \$96.5 million in revenues were reported for nonprofit arts organizations in Utah. The greatest proportion of these revenues came from program revenues and contributions in 2009. Organization revenues measured within



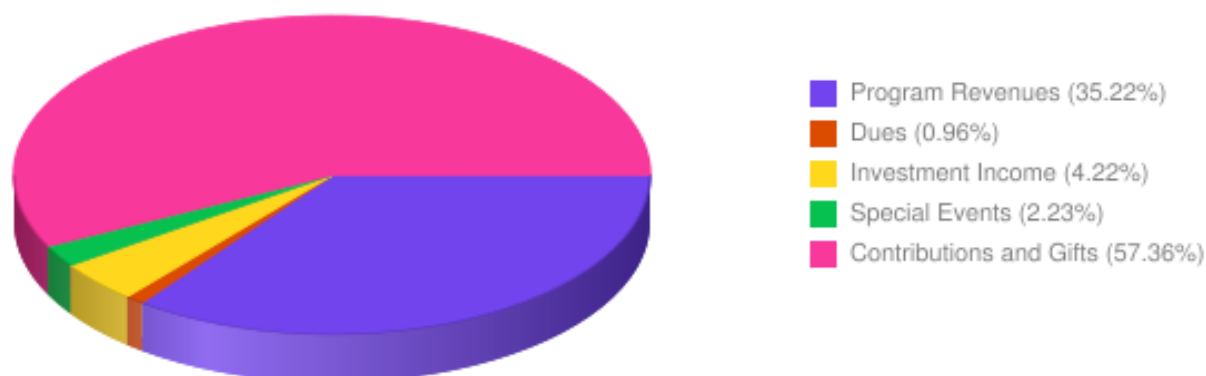
this study can be affected by the number of organizations reporting from year to year, errors in categorization and general reporting as submitted by individual agencies, disbursements of federal grants, and individual organization fundraising efforts, such as capital campaigns. Generally, these fluctuations occur throughout non-profit revenue measurements across the nation as reported in this study. As a result, the annual index values provide a more informative indicator of non-profit organization health than the total revenue figures. However, revenue figures as aggregated within this study provide a substantive approximation of dollar amounts going to non-profit arts organizations within a reporting period.

**Table# 62**  
**ESA, Nonprofit Arts Organizations by Income, 2008 (Summary)**

Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts & Grants	Membership Dues	Total Revenues
UT-Bear River North, ESA	\$1,841,971	\$113,905	\$96,376	\$3,279,595	\$101,253	\$5,433,100
UT-Castle Country, ESA	\$0	\$0	\$0	\$0	\$0	\$0
UT-Central Utah, ESA	\$16,428	\$524	\$35,671	\$23,985	\$4,204	\$80,812
UT-Mountainland, ESA	\$8,091,715	\$1,045,267	\$1,009,766	\$12,751,652	\$251,338	\$23,149,738
UT-Southeast, ESA	\$140,030	\$13,083	\$0	\$344,257	\$20,598	\$517,968
UT-Southwest, ESA	\$4,166,154	\$28,435	\$0	\$2,939,748	\$57,067	\$7,191,404
UT-Uintah, ESA	\$38,263	\$729	\$0	\$40,954	\$0	\$79,946
UT-Wasatch North, ESA	\$1,149,244	\$146,241	\$90,258	\$4,204,273	\$115,708	\$5,705,724
UT-Wasatch South, ESA	\$16,548,813	\$2,487,033	\$790,538	\$28,515,082	\$326,090	\$48,667,556
<b>Totals</b>	<b>\$31,992,618</b>	<b>\$3,835,217</b>	<b>\$2,022,609</b>	<b>\$52,099,546</b>	<b>\$876,258</b>	<b>\$90,826,248</b>

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

**Chart# 136**  
**Nonprofit Arts Organizations Income 2008**



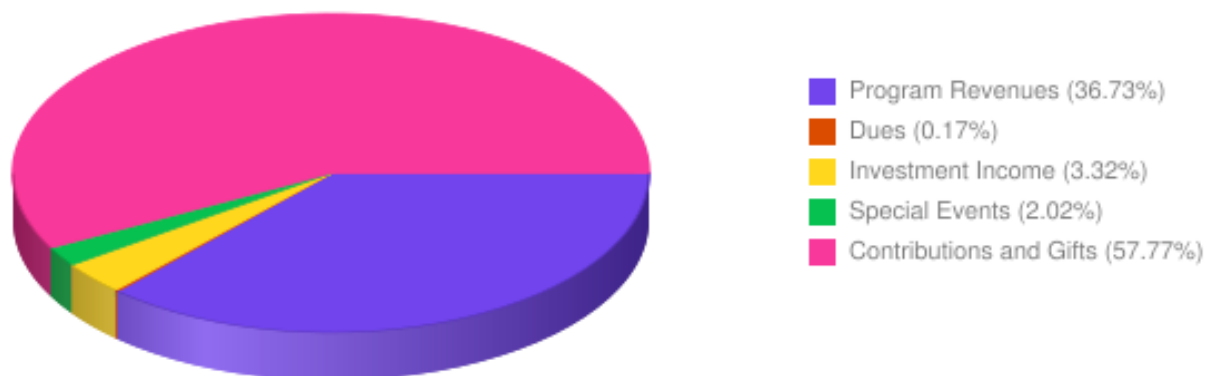
Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

**Table# 63**  
**ESA, Nonprofit Arts Organizations by Income, 2009 (Summary)**

Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts & Grants	Membership Dues	Total Revenues
UT-Bear River North, ESA	\$2,052,012	\$140,535	\$29,659	\$3,115,830	\$35,025	\$5,373,061
UT-Castle Country, ESA	\$0	\$0	\$0	\$0	\$0	\$0
UT-Central Utah, ESA	\$22,913	\$0	\$36,448	\$136,194	\$0	\$195,555
UT-Mountainland, ESA	\$8,817,256	\$1,248,943	\$982,783	\$17,615,194	\$73,991	\$28,738,167
UT-Southeast, ESA	\$98,450	\$11,794	\$0	\$453,797	\$0	\$564,041
UT-Southwest, ESA	\$5,233,065	\$24,518	\$22,051	\$2,868,093	\$0	\$8,147,727
UT-Uintah, ESA	\$50,546	\$878	\$0	\$43,167	\$0	\$94,591
UT-Wasatch North, ESA	\$1,281,632	\$62,457	\$103,425	\$4,326,069	\$11,737	\$5,785,320
UT-Wasatch South, ESA	\$17,898,908	\$1,713,535	\$773,375	\$27,203,727	\$39,220	\$47,628,765
<b>Totals</b>	<b>\$35,454,782</b>	<b>\$3,202,660</b>	<b>\$1,947,741</b>	<b>\$55,762,071</b>	<b>\$159,973</b>	<b>\$96,527,227</b>

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

**Chart# 137**  
**Nonprofit Arts Organizations Income 2009**



Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

Table# 64

**ESA, Nonprofit Arts Organizations by Index, 2008 (Summary)**

Region	Total Revenues	Per Capita	Index
UT-Bear River North, ESA	\$5,433,100	33.16	0.69
UT-Castle Country, ESA	\$0	0.00	0.00
UT-Central Utah, ESA	\$80,812	1.31	0.03
UT-Mountainland, ESA	\$23,149,738	38.71	0.81
UT-Southeast, ESA	\$517,968	21.02	0.44
UT-Southwest, ESA	\$7,191,404	36.04	0.76
UT-Uintah, ESA	\$79,946	1.68	0.04
UT-Wasatch North, ESA	\$5,705,724	10.74	0.23
UT-Wasatch South, ESA	\$48,667,556	45.08	0.94
<b>Totals</b>	<b>\$90,826,248</b>	<b>33.19</b>	<b>0.70</b>

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

Table# 65

**ESA, Nonprofit Arts Organizations by Index, 2009 (Summary)**

Region	Total Revenues	Per Capita	Index
UT-Bear River North, ESA	\$5,373,061	32.11	0.66
UT-Castle Country, ESA	\$0	0.00	0.00
UT-Central Utah, ESA	\$195,555	3.14	0.07
UT-Mountainland, ESA	\$28,738,167	46.80	0.96
UT-Southeast, ESA	\$564,041	22.83	0.47
UT-Southwest, ESA	\$8,147,727	40.69	0.84
UT-Uintah, ESA	\$94,591	1.88	0.04
UT-Wasatch North, ESA	\$5,785,320	10.68	0.22
UT-Wasatch South, ESA	\$47,628,765	43.56	0.90
<b>Totals</b>	<b>\$96,527,227</b>	<b>34.67</b>	<b>0.71</b>

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

**Non-profit Arts-Active Organizations by Income and Index, 2008-2009**

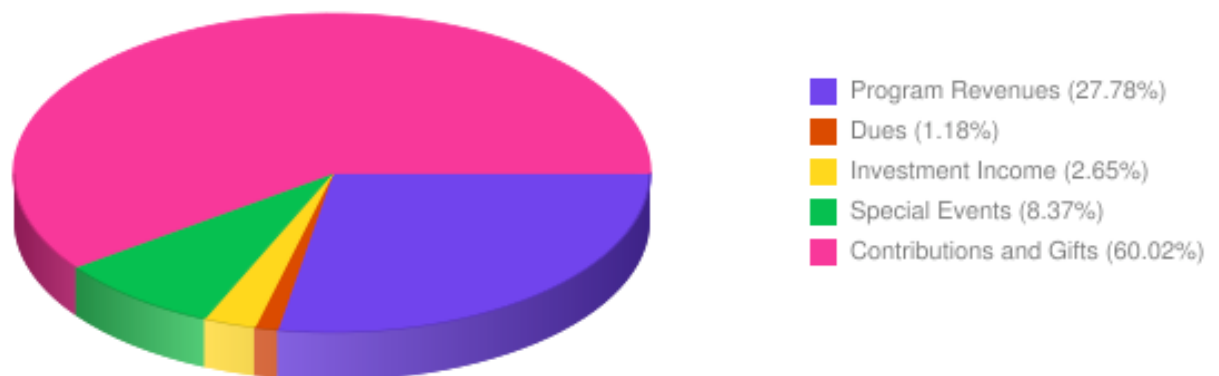
Arts-active organizations are generally qualified within the CVI™ as organizations that do not have primary missions related to serving or presenting the arts, but do conduct a number of activities that can be considered "arts-based." For example, within any history museum, there is a significant amount of arts activities associated with exhibit design. Additionally, there are inherently close ties between humanities, culture and the arts. \$42.6 million in revenues were reported for non-profit arts-active organizations in Utah in 2009.

**Table# 66**  
**ESA, Nonprofit Arts-Active Organizations by Income, 2008 (Summary)**

Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts & Grants	Membership Dues	Total Revenues
UT-Bear River North, ESA	\$345,745	\$4,325	\$0	\$2,244,785	\$0	\$2,594,855
UT-Castle Country, ESA	\$0	\$0	\$0	\$0	\$0	\$0
UT-Central Utah, ESA	\$7,610	\$17,042	\$12,100	\$419,189	\$20,026	\$475,967
UT-Mountainland, ESA	\$2,378,626	\$315,107	\$2,667,956	\$7,238,253	\$198,604	\$12,798,546
UT-Southeast, ESA	\$324,634	\$15,528	\$199	\$370,215	\$355	\$710,931
UT-Southwest, ESA	\$25,021	\$14,664	\$158,792	\$240,312	\$5,420	\$444,209
UT-Uintah, ESA	\$386,537	\$13,994	\$0	\$51,931	\$1,599	\$454,061
UT-Wasatch North, ESA	\$377,973	\$281,977	\$356,129	\$1,360,854	\$0	\$2,376,933
UT-Wasatch South, ESA	\$9,848,093	\$643,895	\$930,286	\$17,659,870	\$353,352	\$29,435,496
<b>Totals</b>	<b>\$13,694,239</b>	<b>\$1,306,532</b>	<b>\$4,125,462</b>	<b>\$29,585,409</b>	<b>\$579,356</b>	<b>\$49,290,998</b>

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

**Chart# 138**  
**Nonprofit Arts-Active Organizations Income 2008**



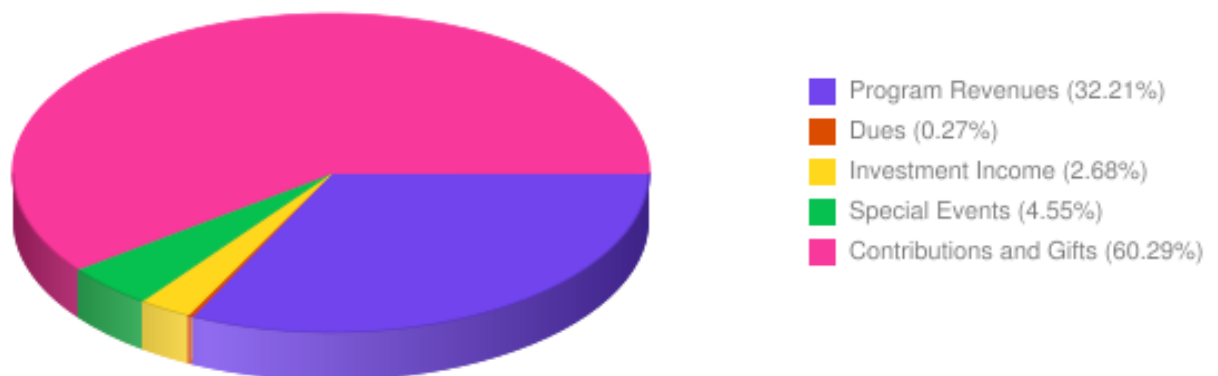
Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

**Table# 67**  
**ESA, Nonprofit Arts-Active Organizations by Income, 2009 (Summary)**

Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts & Grants	Membership Dues	Total Revenues
UT-Bear River North, ESA	\$301,337	\$20,200	\$0	\$1,328,992	\$0	\$1,650,529
UT-Castle Country, ESA	\$0	\$0	\$0	\$0	\$0	\$0
UT-Central Utah, ESA	\$7,380	\$38,543	\$12,241	\$101,538	\$10,680	\$170,382
UT-Mountainland, ESA	\$2,232,748	\$298,937	\$847,074	\$7,608,052	\$65,283	\$11,052,094
UT-Southeast, ESA	\$350,944	\$5,623	\$0	\$283,170	\$0	\$639,737
UT-Southwest, ESA	\$18,539	\$16,251	\$149,159	\$324,742	\$0	\$508,691
UT-Uintah, ESA	\$411,194	\$10,770	\$0	\$17,598	\$0	\$439,562
UT-Wasatch North, ESA	\$879,063	\$273,570	\$42,435	\$1,475,337	\$0	\$2,670,405
UT-Wasatch South, ESA	\$9,546,721	\$482,047	\$892,494	\$14,598,047	\$38,028	\$25,557,337
<b>Totals</b>	<b>\$13,747,926</b>	<b>\$1,145,941</b>	<b>\$1,943,403</b>	<b>\$25,737,476</b>	<b>\$113,991</b>	<b>\$42,688,737</b>

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

**Chart# 139**  
**Nonprofit Arts-Active Organizations Income 2009**



Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

Table# 68

**ESA, Nonprofit Arts-Active Organizations by Index, 2008 (Summary)**

Region	Total Revenues	Per Capita	Index
UT-Bear River North, ESA	\$2,594,855	15.84	0.30
UT-Castle Country, ESA	\$0	0.00	0.00
UT-Central Utah, ESA	\$475,967	7.73	0.15
UT-Mountainland, ESA	\$12,798,546	21.40	0.40
UT-Southeast, ESA	\$710,931	28.85	0.55
UT-Southwest, ESA	\$444,209	2.23	0.04
UT-Uintah, ESA	\$454,061	9.52	0.18
UT-Wasatch North, ESA	\$2,376,933	4.47	0.08
UT-Wasatch South, ESA	\$29,435,496	27.27	0.52
<b>Totals</b>	<b>\$49,290,998</b>	<b>18.01</b>	<b>0.34</b>

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

Table# 69

**ESA, Nonprofit Arts-Active Organizations by Index, 2009 (Summary)**

Region	Total Revenues	Per Capita	Index
UT-Bear River North, ESA	\$1,650,529	9.86	0.19
UT-Castle Country, ESA	\$0	0.00	0.00
UT-Central Utah, ESA	\$170,382	2.74	0.05
UT-Mountainland, ESA	\$11,052,094	18.00	0.34
UT-Southeast, ESA	\$639,737	25.89	0.49
UT-Southwest, ESA	\$508,691	2.54	0.05
UT-Uintah, ESA	\$439,562	8.72	0.17
UT-Wasatch North, ESA	\$2,670,405	4.93	0.09
UT-Wasatch South, ESA	\$25,557,337	23.38	0.44
<b>Totals</b>	<b>\$42,688,737</b>	<b>15.33</b>	<b>0.29</b>

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

**Photography Store Sales, 2008-2009**

This category comprises establishments primarily engaged in either retailing new cameras, photographic equipment and photographic supplies or retailing new cameras and photographic equipment in combination with activities, such as repair services and film developing (U.S. Census Bureau). Tables #70 and #71 provide summarized sales data for these types of businesses in the State of Utah for the years 2008 through 2009. Total sales for all regions within Utah for the year 2008 were \$11.6 million. Sales decreased to \$7.9 million in 2009.

**Table# 70**  
**Photography Store Sales, by ESA, 2008 (Summary)**

Region	Photography Store Sales	Per Capita	Index
UT-Bear River North, ESA	\$274,000	1.67	0.36
UT-Castle Country, ESA	\$0	0.00	0.00
UT-Central Utah, ESA	\$0	0.00	0.00
UT-Mountainland, ESA	\$3,438,000	5.75	1.23
UT-Southeast, ESA	\$0	0.00	0.00
UT-Southwest, ESA	\$72,000	0.36	0.08
UT-Uintah, ESA	\$47,000	0.99	0.21
UT-Wasatch North, ESA	\$1,790,000	3.37	0.72
UT-Wasatch South, ESA	\$6,008,000	5.57	1.19
<b>Totals</b>	<b>\$11,629,000</b>	<b>4.25</b>	<b>0.91</b>

Source: Economic Modeling Specialists, Inc.

**Table# 71**  
**Photography Store Sales, by ESA, 2009 (Summary)**

Region	Photography Store Sales	Per Capita	Index
UT-Bear River North, ESA	\$364,000	2.18	0.58
UT-Castle Country, ESA	\$0	0.00	0.00
UT-Central Utah, ESA	\$0	0.00	0.00
UT-Mountainland, ESA	\$1,528,000	2.49	0.66
UT-Southeast, ESA	\$0	0.00	0.00
UT-Southwest, ESA	\$163,000	0.81	0.22
UT-Uintah, ESA	\$17,000	0.34	0.09
UT-Wasatch North, ESA	\$1,957,000	3.61	0.97
UT-Wasatch South, ESA	\$3,815,000	3.49	0.93
<b>Totals</b>	<b>\$7,844,000</b>	<b>2.82</b>	<b>0.75</b>

Source: Economic Modeling Specialists, Inc.

### **Musical Instrument and Supply Store Sales, 2008-2009**

This industry comprises establishments primarily engaged in retailing new musical instruments, sheet music, and related supplies, or retailing new products in combination with musical instrument repair, rental, or music instruction (U.S. Census). Table's #72 and #73 show summarized sales within these types of businesses by region. Total sales in musical instrument and supply stores for Utah in 2009 were \$33 million and had a CVI™ index value of 1.25

Table# 72

**Musical Instrument and Supplies Stores Sales, by ESA, 2008 (Summary)**

Region	Musical instrument and supplies stores	Per Capita	Index
UT-Bear River North, ESA	\$757,000	4.62	0.46
UT-Castle Country, ESA	\$177,000	5.89	0.58
UT-Central Utah, ESA	\$198,000	3.21	0.32
UT-Mountainland, ESA	\$7,089,000	11.85	1.18
UT-Southeast, ESA	\$0	0.00	0.00
UT-Southwest, ESA	\$1,899,000	9.52	0.94
UT-Uintah, ESA	\$0	0.00	0.00
UT-Wasatch North, ESA	\$4,420,000	8.32	0.83
UT-Wasatch South, ESA	\$20,135,000	18.65	1.85
<b>Totals</b>	<b>\$34,675,000</b>	<b>12.67</b>	<b>1.26</b>

Source: Economic Modeling Specialists, Inc.

Table# 73

**Musical Instrument and Supplies Stores Sales, by ESA, 2009 (Summary)**

Region	Musical instrument and supplies stores	Per Capita	Index
UT-Bear River North, ESA	\$538,000	3.22	0.34
UT-Castle Country, ESA	\$160,000	5.23	0.55
UT-Central Utah, ESA	\$199,000	3.20	0.34
UT-Mountainland, ESA	\$7,602,000	12.38	1.30
UT-Southeast, ESA	\$0	0.00	0.00
UT-Southwest, ESA	\$2,014,000	10.06	1.06
UT-Uintah, ESA	\$0	0.00	0.00
UT-Wasatch North, ESA	\$3,695,000	6.82	0.72
UT-Wasatch South, ESA	\$18,793,000	17.19	1.81
<b>Totals</b>	<b>\$33,001,000</b>	<b>11.85</b>	<b>1.25</b>

Source: Economic Modeling Specialists, Inc.

**Book and Record Store Sales, 2008-2009**

This CVI™ category comprises establishments primarily engaged in retailing new books as well as establishments primarily engaged in retailing new prerecorded audio and video tapes, CDs and records (U.S. Census). Tables #74 and #75 reveal summarized sales within these types of businesses within the regions being measured by the CVI™. Total sales for Utah in 2009 were \$70.9 million. This industry's revenues declined by approximately \$3 million between 2008 and 2009



**Table# 74**  
**Book and Record Store Sales, by ESA, 2008 (Summary)**

Region	Bookstore and Record Store Sales	Per Capita	Index
UT-Bear River North, ESA	\$5,305,000	32.38	1.14
UT-Castle Country, ESA	\$171,000	5.69	0.20
UT-Central Utah, ESA	\$428,000	6.95	0.24
UT-Mountainland, ESA	\$11,052,000	18.48	0.65
UT-Southeast, ESA	\$2,317,000	94.02	3.31
UT-Southwest, ESA	\$7,263,000	36.40	1.28
UT-Uintah, ESA	\$784,000	16.44	0.58
UT-Wasatch North, ESA	\$17,378,000	32.70	1.15
UT-Wasatch South, ESA	\$29,480,000	27.31	0.96
<b>Totals</b>	<b>\$74,178,000</b>	<b>27.11</b>	<b>0.95</b>

Source: Economic Modeling Specialists, Inc.

**Table# 75**  
**Book and Record Store Sales, by ESA, 2009 (Summary)**

Region	Bookstore and Record Store Sales	Per Capita	Index
UT-Bear River North, ESA	\$4,858,000	29.03	1.09
UT-Castle Country, ESA	\$0	0.00	0.00
UT-Central Utah, ESA	\$265,000	4.26	0.16
UT-Mountainland, ESA	\$15,909,000	25.91	0.98
UT-Southeast, ESA	\$2,076,000	84.02	3.16
UT-Southwest, ESA	\$7,390,000	36.90	1.39
UT-Uintah, ESA	\$836,000	16.58	0.62
UT-Wasatch North, ESA	\$13,113,000	24.21	0.91
UT-Wasatch South, ESA	\$26,496,000	24.23	0.91
<b>Totals</b>	<b>\$70,943,000</b>	<b>25.48</b>	<b>0.96</b>

Source: Economic Modeling Specialists, Inc.

### Art Dealer Sales, 2008-2009

This category includes establishments primarily engaged in retailing original and limited edition art works (U.S. Census Bureau). Table's #76 and #77 show summarized sales within these types of businesses by region. Between 2008 and 2009, sales in this industry for Utah decreased from \$37.8 million to \$34.6 million.

**Table# 76**  
**Art Dealer Sales, by ESA, 2008 (Summary)**

Region	Art dealers	Per Capita	Index
UT-Bear River North, ESA	\$1,568,000	9.57	0.67
UT-Castle Country, ESA	\$238,000	7.92	0.56
UT-Central Utah, ESA	\$223,000	3.62	0.25
UT-Mountainland, ESA	\$18,109,000	30.28	2.13
UT-Southeast, ESA	\$279,000	11.32	0.80
UT-Southwest, ESA	\$2,195,000	11.00	0.77
UT-Uintah, ESA	\$126,000	2.64	0.19
UT-Wasatch North, ESA	\$2,352,000	4.43	0.31
UT-Wasatch South, ESA	\$12,741,000	11.80	0.83
<b>Totals</b>	<b>\$37,831,000</b>	<b>13.82</b>	<b>0.97</b>

Source: Economic Modeling Specialists, Inc.

**Table# 77**  
**Art Dealer Sales, by ESA, 2009 (Summary)**

Region	Art dealers	Per Capita	Index
UT-Bear River North, ESA	\$1,154,000	6.90	0.48
UT-Castle Country, ESA	\$264,000	8.62	0.60
UT-Central Utah, ESA	\$490,000	7.87	0.55
UT-Mountainland, ESA	\$17,034,000	27.74	1.93
UT-Southeast, ESA	\$455,000	18.41	1.28
UT-Southwest, ESA	\$2,384,000	11.91	0.83
UT-Uintah, ESA	\$78,000	1.55	0.11
UT-Wasatch North, ESA	\$1,873,000	3.46	0.24
UT-Wasatch South, ESA	\$10,907,000	9.98	0.69
<b>Totals</b>	<b>\$34,639,000</b>	<b>12.44</b>	<b>0.87</b>

Source: Economic Modeling Specialists, Inc.

### Independent Artist Sales, 2008-2009

This category includes independent (i.e. freelance) individuals primarily engaged in performing in artistic productions, creating artistic and cultural works or productions, or providing technical expertise necessary for these productions (U.S. Census Bureau). Table #78 through Table #79 report summarized sales within these types of businesses by region. From 2008 to 2009, sales rose from \$117.9 million to \$125.2 million.

**Table# 78**  
**Independent Artist Sales, by ESA, 2008 (Summary)**

Region	Independent artists, writers, and performers	Per Capita	Index
UT-Bear River North, ESA	\$4,929,000	30.08	0.31
UT-Castle Country, ESA	\$650,000	21.62	0.22
UT-Central Utah, ESA	\$1,518,000	24.64	0.25
UT-Mountainland, ESA	\$35,712,000	59.72	0.61
UT-Southeast, ESA	\$1,204,000	48.86	0.50
UT-Southwest, ESA	\$7,304,000	36.61	0.37
UT-Uintah, ESA	\$466,000	9.77	0.10
UT-Wasatch North, ESA	\$13,378,000	25.17	0.26
UT-Wasatch South, ESA	\$52,766,000	48.88	0.50
<b>Totals</b>	<b>\$117,927,000</b>	<b>43.10</b>	<b>0.44</b>

Source: Economic Modeling Specialists, Inc.

**Table# 79**  
**Independent Artist Sales, by ESA, 2009 (Summary)**

Region	Independent artists, writers, and performers	Per Capita	Index
UT-Bear River North, ESA	\$4,187,000	25.02	0.23
UT-Castle Country, ESA	\$1,745,000	56.99	0.52
UT-Central Utah, ESA	\$2,454,000	39.43	0.36
UT-Mountainland, ESA	\$38,899,000	63.34	0.58
UT-Southeast, ESA	\$1,065,000	43.10	0.39
UT-Southwest, ESA	\$5,824,000	29.08	0.26
UT-Uintah, ESA	\$590,000	11.70	0.11
UT-Wasatch North, ESA	\$14,376,000	26.55	0.24
UT-Wasatch South, ESA	\$56,126,000	51.34	0.47
<b>Totals</b>	<b>\$125,266,000</b>	<b>44.99</b>	<b>0.41</b>

Source: Economic Modeling Specialists, Inc.

### Performing Arts Participation, 2008-2009

This category includes theater companies and dinner theaters, musical groups and artists, and other performing arts companies primarily engaged in producing live theatrical productions (U.S. Census Bureau). Table #80 and Table #81 illustrate summarized sales within these types of businesses within the State of Utah. Total sales for 2009 were \$92.7 million. This industry's revenues increased from \$71.1 million in 2008. .

Table# 80

**Performing Arts Participation Sales, by ESA, 2008 (Summary)**

Region	Performing Arts Participation	Per Capita	Index
UT-Bear River North, ESA	\$2,472,000	15.09	0.33
UT-Castle Country, ESA	\$108,000	3.59	0.08
UT-Central Utah, ESA	\$91,000	1.48	0.03
UT-Mountainland, ESA	\$7,810,000	13.06	0.28
UT-Southeast, ESA	\$349,000	14.16	0.31
UT-Southwest, ESA	\$1,739,000	8.72	0.19
UT-Uintah, ESA	\$149,000	3.12	0.07
UT-Wasatch North, ESA	\$3,481,000	6.55	0.14
UT-Wasatch South, ESA	\$54,913,000	50.86	1.10
<b>Totals</b>	<b>\$71,112,000</b>	<b>25.99</b>	<b>0.56</b>

Source: Economic Modeling Specialists, Inc.

Table# 81

**Performing Arts Participation Sales, by ESA, 2009 (Summary)**

Region	Performing Arts Participation	Per Capita	Index
UT-Bear River North, ESA	\$4,297,000	25.68	0.52
UT-Castle Country, ESA	\$237,000	7.74	0.16
UT-Central Utah, ESA	\$406,000	6.52	0.13
UT-Mountainland, ESA	\$13,922,000	22.67	0.46
UT-Southeast, ESA	\$593,000	24.00	0.48
UT-Southwest, ESA	\$1,082,000	5.40	0.11
UT-Uintah, ESA	\$199,000	3.95	0.08
UT-Wasatch North, ESA	\$5,350,000	9.88	0.20
UT-Wasatch South, ESA	\$66,635,000	60.95	1.23
<b>Totals</b>	<b>\$92,721,000</b>	<b>33.30</b>	<b>0.67</b>

Source: Economic Modeling Specialists, Inc.

**Technical Report and Understanding the CVI™**

While the informational value of this report is immense, the potential benefit to arts advocacy, planning, and policy-making is equally great. In order to realize the practical value of this research, it is important to review and consider the history of the CVI™ and its differentiation from economic impact studies. Some suggestions for making use of the research are also presented here to encourage immediate application of the research. Finally, the sources of CVI™ data are itemized to provide transparency of the research process.

**Developing the Creative Vitality™ Index**

The CVI™ was developed in the context of innovations in cultural policy and economic development. The CVI™ was initially conceived to help public sector arts agencies clearly communicate that their work encompasses a much larger segment of creative economic activity than had previously been the case. This was necessary because, beginning in the mid 1960s, when state arts agencies were established and city arts agencies were either founded or expanded, the primary focus of these entities was on the growth of the supply

and quality of primarily non-profit-based arts activities.

These entities made great progress in this area. Once the supply and quality of non-profit arts activities was greatly bolstered, however, the public sector funders of the non-profit arts field began to consider how their goals and the work of the non-profit arts were part of a much larger creative system. They also became aware that the non-profit arts and public arts policy depended on the health of that larger system to survive in the present and thrive in the future.

Simultaneous with these developments, practitioners from fields representing for-profit creative activities and occupations began to discuss the creative economy in broad, highly inclusionary terms. The arts field and public sector arts funders embraced this broader concept as reflective of how they envisioned their work—as a stimulative part of an overall creative system and not simply as suppliers of funding to maintain a supply of non-profit-sourced arts opportunities. The CVI™ reflects this broader systems-oriented thinking and reinforces the fact that the non-profit arts and public arts agencies are part of an interdependent whole called “the creative sector.”

The CVI™ grew out of a conversation about whether to undertake an economic impact study of the arts. The staff leadership of the Washington State Arts Commission and the Seattle Office of Arts & Cultural Affairs, in collaboration with others, explored ways to expand and enrich the economic argument for support of the arts and especially public funding of the arts. In doing so, the group was influenced by two national conversations concerning economic development: the defining of a creative economy and the outlining of the concept of economic development clusters. Those conversations did something the non-profit arts community was very late in doing—they included the related for-profit creative sector in a universe normally reserved for non-profits.

The public value work articulated by Mark Moore also played a role in the development of the CVI™. That work helped the public sector component of the non-profit arts funding community move away from a perspective oriented toward saving the arts to considering ways to be responsive to what citizens wanted in the arts. The approach also worked to shape agency deliverables to reflect their actual value to the public rather than the value arts aficionados considered them to have for the public. One result of this influence was that the CVI™ was developed in a context of thinking in which individuals are assumed to have choices and that, to remain viable, public sector arts funders need to offer choices the public will value and thus select. In this concept of selection is the understanding that choice in the arts ranges outside the non-profit arts and that the public sector arts agency needs to ensure that such choice is available.

### **The Relationship of the CVI™ to Economic Impact Studies**

Although it evolved from a discussion of whether to commission an economic impact study, the CVI™ is not an economic impact study of the arts. Economic impact studies are enumerations of the total economic value and impact of a specific basket of arts activities on the community, taking into account estimates of the ripple effect on jobs and revenues in other non-related industries. The majority of such studies focus on the non-profit art sector and either measure its impact exclusively or introduce measures of the impact of selected for-profit activities in a supplementary manner. The CVI™ utilizes some of the data typically included in arts economic impact studies; however, it draws on many more data streams, and its goal is quite different in that it seeks to provide an indicator of the relative health of the economic elements of the creative economy.

Economic impact studies are rooted in advocacy and generally have as a core purpose the definition of the non-profit arts sector as a meaningful component of the larger economic system. The results of such studies are commonly used to argue for the allocation of scarce

budget dollars to the arts because a dollar invested in the arts multiplies many times over and helps nurture a more robust overall economy. These studies have also been used to help the arts compete with other discretionary forms of government spending--and often these other interests have their own economic impact studies. The studies have been used most effectively to counteract the misguided notion that funds invested in the non-profit arts are removed from the economy and thus play no role in building or sustaining it.

Economic impact studies have also been commissioned to call attention to the size and scope of arts and culture as a component of the overall economic activity of an area. Often community leaders and the public are only familiar with one segment of the arts through their personal acquaintance with a single institution or discipline. The economic impact study aggregates information in ways that call attention to the size and scope of a cluster of endeavors that are often considered to be of minor importance in economic terms. As a result, the prestige of the arts and culture community in an area is enhanced, and the ability of the sector to be heard is often increased.

Although the CVI™ can partially address each of the uses to which economic impact studies are employed, it has a different purpose. The CVI™ is about exploring a complex set of relationships and changes in the dynamics of those relationships over time. It is not a replacement for economic impact studies, but can be a complement to them.

### **Making Use of the Creative Vitality™ Index**

The Creative Vitality™ Index is designed to serve as a tool to inform public policy decision making and to support the work of advocates for the development of the creative economy. Here are some of the major uses of the CVI™: as a definitional tool, the index can be used to call attention to and educate the community at-large concerning the components and dynamics of the creative economy. Of particular significance is the promotion of the concept that the creative economy includes both the for-profit and the non-profit arts-related activities of an area. Many economic impact studies centered on the arts have focused almost entirely on the non-profit sector, and the inclusion of for-profit activities is, for many, a new conceptualization of the role of the arts in an economy. This approach locates all arts and arts-related creative activities in a continuum of creative activities.

The index can serve as a source of information for advocacy messaging. Individuals engaged in advocacy on behalf of the creative economy as a whole or elements of it can use the index to do some of the following:

Call the attention of the public to significant changes in the creative economy ecosystem. For example, if contributions from private foundations drop substantially in a year and three major architectural firms leave the area, advocates for a healthy creative economy can call attention to those factors as negative elements that will affect an overall ecosystem. Similarly, if non-profit arts groups at the same time experience increases in income from individuals and there are substantial increases in employment within other major creative occupations such as graphic design and advertising, the negative impact of the events noted above may be cushioned or alleviated altogether.

Underscore the economic relationships between the for-profit sector and the non-profit sector and make the point that a healthy non-profit arts sector is important to the development of a healthy for-profit sector.

Advocate for improvements to the allocation of resources or the creation of policies that will increase the index values through the expansion of the role of a creative economy in a region.

Serve as a framework upon which to define and build a creative coalition. With the

components of the index setting forth a vision for a creative community rather than a non-profit arts community, those who wish to build coalitions to influence change for the benefit of the development of the creative economy have a broader and deeper platform from which to begin the conversation.

Benchmark an area of endeavor and lay the groundwork for the improvement of one or more aspects of the creative economy. The index can serve as an initial diagnostic tool to create a baseline and then can be used to measure progress in that area. Elected officials and civic leaders can use the index as a starting point for discussing ways in which an area's local economy can be enriched through the development of the creative-economy segment of that community.

### **More on the CVI™ Data Sources**

Index data streams are analyzed by WESTAF and taken from two major data partners: the Urban Institute's National Center for Charitable Statistics and Economic Modeling Specialists, Inc. (EMSI).

The Urban Institute's National Center for Charitable Statistics aggregates information from the Internal Revenue Service's 990 forms. The forms are required to be submitted by non-profit 501(c) organizations with annual gross receipts of \$25,000 or more. Organizations with more than \$25,000 but less than \$250,000 in annual gross receipts can file a 990 EZ form that collects less information. The CVI™ uses the information contained in the 990 forms to identify changes in charitable giving in an area. These numbers are the best available but are not absolute. Some numbers may not be reported because of errors made in the completion of the form. These include nested fund transfers within larger fund allocations that include the arts in a significant way but are not broken out and/or the failure to capture data because an organization is either not required to file a 990 or does not file the full 990 form, thus limiting the level of data available.

Economic Modeling Specialists, Inc.'s (EMSI) expertise is centered on regional economics, data analysis, programming, and design so that it can provide the best available products and services for regional decision makers. In an effort to present the most complete possible picture of local economies, EMSI estimates jobs and earnings for all workers using Bureau of Labor Statistics data, data from the U.S. Bureau of Economic Analysis, and information from the U.S. Census Bureau. Because the number of non-covered workers in a given area can be large, job figures from EMSI will often be much larger than those in state LMI data. In order to estimate occupation employment numbers for a region, EMSI first calculates industry employment, then uses regionalized staffing patterns for every industry and applies the staffing patterns to the jobs by industry employment data in order to convert industries to occupations. EMSI bases occupation data on industry data because it is generally more reliable and is always published at the county level, whereas occupation data is only published by Occupational Employment Statistics (OES) region (usually 4-6 economically similar counties). Occupation employment data includes proprietors and self-employed workers. EMSI uses nearly 90 federal, state and private sources including the U.S. Department of Commerce, the U.S. Department of Labor, The U.S. Department of Education, the U.S. Department of Housing and Urban Development, The U.S. Department of Health and Human Services, the U.S. Postal Service, and the Internal Revenue Service. (Partially Reprinted from [www.economicmodeling.com](http://www.economicmodeling.com))

### **Getting More Out of the CVI™**

WESTAF's research and development team is committed to delivering the highest quality research in broadly accessible formats. Please visit [cvi.westaf.org](http://cvi.westaf.org) to learn more about the CVI™ and how it can be additionally useful.